

SOUTHERN TEXTILE BULLETIN

PUBLISHED EVERY THURSDAY BY CLARK PUBLISHING COMPANY, 18 WEST FOURTH STREET, CHARLOTTE, N. C. SUBSCRIPTION \$2.00 PER YEAR IN ADVANCE. ENTERED AS SECOND CLASS MAIL MATTER MARCH 2, 1911, AT POSTOFFICE, CHARLOTTE, N. C., UNDER ACT OF CONGRESS, MARCH 3, 1897.

VOL. 33

CHARLOTTE, N. C., THURSDAY, DECEMBER 29, 1927

NUMBER 18

What Ails New England?

Address by C. W. Barron before the National Association of Cotton Manufacturers

THE subject of "What Ails New England" must be considered on lines of business and finance.

There is nothing especially the matter with New England, organically, politically, socially, geographically, although President Mellen of the New Haven Road used to declare to me that New England would be better off if the Hudson river were also the Atlantic ocean, and New England, like old England, were isolated geographically from the continent, and therefore compelled to develop and trade as a unit.

Pioneering.

New England in early days fished the shores; sailed the seas, introduced ice to India and brought teas and silks from China in the fastest sailing ships the world has ever known.

She has always led in the agitation for human freedom, development of human rights, citizenship equality for black and white. She has stood for manhood rights and the dignity of labor and led in the unshackling of the black man.

New England pioneered to the Pacific overland by coach and around the Horn by ships.

The ship *Columbia*, built on the marshes near Hanover, Mass., discovered the great river of Oregon, and named it the *Columbia*.

For more than one generation the Indians in the Northwest knew a white man only as a Boston man.

New Bedford gathered wealth from whales in the Arctic, and New England ships were known in Africa, India and Asia.

At the close of our Civil War we found American names, such as Forbes and Nickerson, no longer on the ocean but leading in our great western railroad development.

The shovel makers of North Easton laid the iron rails from the Missouri over the Rockies.

Vermont started the Northern Pacific, and Connecticut and New York the Central Pacific.

The Michigan Central, the great Chicago Burlington & Quincy and the Atchison, Topeka & Santa Fe railroad systems all sprang from Boston.

The western prairies were fertilized with New England money, the dividend returns of which eventually brought home millions in wealth to New England.

The telegraph and the telephone were both invented in New England.

The telegraph and the telephone were both invented in New England.

It was not many years ago that 52 per cent of the shares of the American Telephone & Telegraph Company were registered as of Massachusetts.

Leading in Education.

New England has always pioneered in education—education in quantity, education for the masses—and while planting westward has kept her eyes eastward toward Cambridge, Oxford, Greece and Rome. Often radical or changing in her investment lines, she has been proverbially conservative in educational lines.

She at first refused to incorporate any school to teach the deaf and dumb by lip reading, because the only known American system of speech for these unfortunates was the finger or manual alphabet. But the Legislature of Massachusetts did finally, in 1866, incorporate the Clarke School for the deaf and dumb at Northampton. This school has become the leader in education and uplift for human speech and hearing. It holds two interesting romances vital in the business life of this nation.

Here Calvin Coolidge discovered in one of its young teachers his soul mate and the inspirer of his future life work, crowned with the wonderful business administration given us from Washington.

Here was born the telephone, the vital vibratory nerve, more responsible than any other invention for American progress to date.

Three generations in England had labored with problems of vibration to develop lip reading and visible speech; and here to Northampton came Alexander Graham Bell of the third generation from England to teach his father's system of vibration and lip reading, known as the Melville Bell System.

Here he also fell in love, not with a teacher, but with a pupil, the daughter of Gardner G. Hubbard of Cambridge. In marrying her he became still more wedded to the cause of the deaf and dumb, and continued his researches in vibration until he was able to hear in Boston and for the first time in world history the

sound of the human voice sent over a telegraph wire.

Gardner G. Hubbard backed the invention of the young Englishman, his son-in-law, with the result that today we have in this country 75 per cent of the world's telephones and an investment of three and one-half billion dollars to give the nerve life to our social, industrial and financial systems.

Railroad Pioneering.

A little more than 40 years ago I could drop down Milk Street from the office of the Boston Transcript, look over the Union Pacific books, discuss its earnings and future with the directors, note the progress of other railroad systems in Kansas and Arkansas in which they were interested, pass on to 95 Milk Street and spend an hour with Theodore N. Vail as he was formulating the plans for making the telephone useful in home and office.

In the same marble building I could visit the head offices of the Atchison, Topeka & Santa Fe Railroad and get the record of latest earnings and crop returns from the West. Then I could cross to State street and get the earnings records of the so-called Thayer-Merriam roads in Michigan. All the roads of Michigan came from New England. Then I could pass to the head of State street and discuss the crop outlook of Iowa and Nebraska with the officers and directors of the Chicago, Burlington & Quincy System, which needed no Wall Street connection between New England and Nebraska. It was owned in New England and its bonds were sold through Lee, Higginson & Co., in State street.

I could then visit the Calumet & Hecla and two other headquarters of western copper mining interests; and nowhere else than in Boston was there headquarters for an American copper mine. Boston represented both Lake Superior and Montana, and the market for both copper and copper shares was made in Boston.

Industrial Development.

The mills of New England were largely family affairs, shunning publicity and open markets, giving their stockholders in the favored families handsome dividend returns and a view of the treasurer, the

president and some of the directors once a year at the annual meeting, where a balance sheet might possibly be presented with a record of the wool and cotton consumed during the year.

If any inquiring stockholder wanted to know why a woolen mill had so large an investment in cotton, scientific but confidential explanation came forth.

Almost 40 years ago, also, the people of Lynn interested in shoes and shoe findings backed Professor Thompson in his electrical inventions and moved up to Boston for capital to install the electric lighting companies in New England and the West. Here in Boston was the beginning of the General Electric System. For Boston men laid the lines for its future are light and power development, while Edison laid its lines in New York for incandescent lighting. When the merger came for Thompson, Houston, Edison, they called it T H E and added General Electric. Then the Boston men were drafted over to New York, as usual, to manage the greatest electrical development the world has ever seen.

The Reorganization.

New York, of course, like all great cities, does not grow its own brains. It must absorb them from the farm, the village and the smaller and less noisy cities.

When Morgan passed on, President Mellen of the New Haven declared to me that the loss of Morgan was a disaster to New England which New England then little realized.

Later it was discovered that a billion of dollars invested in the united New Haven and Boston & Maine was without public or private defense against political, legal and blackmailing attacks upon its credit and standing.

As the late war saved New England's telephone investments by a government-ordered advance in telephone rates, so also the war saved the New England railroads from receivership by government loan of 140 million dollars; although a government advance in the railroad rates with a continuance of private management might have made the government railroad loans unnecessary.

New England's Recession

New England's western railroad interests are no longer managed from Boston. The price of copper

and copper shares is made in New York. Not one person in a thousand knows that the General Electric directors continue to hold their meetings in Boston, or that the directors of the American Telephone and Telegraph Company continue to meet in Boston for the dividend declaration.

New England is still a great shoe manufacturing center, and New England capital and brains have, of late, been poured into the United Fruit Company giving employment to 70,000 people over the earth, and bringing home to New England millions in dividends.

But in the front of our financial business and news discussions we now find two subjects—What to do with Amoskeag, the greatest spinning mill of New Hampshire and of the world, and what to do with Maine's water power now that Insull of Chicago buys for three times its alleged value the Central Maine Power Company, the largest hydro-electric company in Maine.

Insull is the head of a billion and a quarter investment in public service companies in and around Chicago, all financed in the Middle West. Maine shivers as he proposes to export her water power, and the call is again for a union of New England states.

Silk and rayon and fashions are threatening the great manufacturing town of Manchester, New Hampshire, and while Boston in the share market lately valued Amoskeag at one-half its treasury assets, or about \$50 per share, New York stands ready to pay about \$100 a share and divide profits from liquidation of the property.

New York and Chicago seem to be threatening the very industrial life of New England, as well as its natural resources, for a foreign profit and development.

If we look South we find cotton

mills humming with cheaper labor, less taxes and less legislative restrictions hampering business. If we turn North we see a country with less than ten million people with its Canadian Pacific with a hundred steamships extending its transportation around the globe.

New England has more than eight million people, but where are her transcontinental lines and her ocean shipping? Where, indeed, are the railroad lines of New England itself?

The Diagnosis.

The country is asking "What Ails New England?" will endeavor to answer from some years of necessary study and reflection upon New England's problems, and my answer is:

First: Orphanitis, the disease which kills great corporations, destroys initiative and limits growth and expansion. We are all endeavoring to pass property on to the widow and the orphan. We really pass it on to a trusteeship for them, where conservation must take the place of creation.

Second: New England has fruited and the rest of the country has grown up, so that New England's relative importance is diminished—as it should be.

Third: Our uneconomic and unsound educational system.

Orphanitis.

You can read the lesson of this hour in the history of Atchison, the history of the telephone, the history of the General Electric, but most strikingly in the history of the Chicago, Burlington & Quincy Railroad system.

I believe that from beginning to end the C., B. & Q. Railroad system comprises the most successful railroad adventure on the North American continent.

The Boston builders of the Michigan Central plowed the richest part of western Illinois, southern Iowa

and eastern Nebraska with a network of railroad lines and knitted them into the C., B. & Q. Railroad system.

They then shot out a trunk line to Denver and later gathered in the control of the Oregon Short Line.

Then the master minds of this most successful railroad system surveyed the situation, looked over the stock list and planned for the future.

They discovered that their stock list was honeycombed by widow and orphan ownership, and that they themselves must soon enlarge the list by leaving their shares to their own widows and orphans.

They concluded that they had no right to jeopardize the income of their stockholders even temporarily by a business adventure in pushing this great railroad system on to the Pacific. Then they sent the Oregon Short Line back to the Union Pacific.

When a bid came from the Great Northern Railroad interests of \$200 per share for the 100 million dollar share capital of C., B. & Q. they considered it their duty to solidify the investment base of the property of which they were the trustees.

They took 4 per cent short term bonds at \$200 per share and the well safeguarded stockholders of the Burlington road now find themselves with annual dividends of three times the \$4 per share they formerly received; for these short-term 4 per cent bonds had to be refunded at about 6 per cent.

The pioneer Burlington men of Boston could not find their successors in New England families. They threw the shield to defend their trust far into the Northwest to the future of the Great Northern and Northern Pacific and retired from the field.

Monuments for New England

On the heights of the Rocky Mountains stands a monument with inscribing tablet to the New England

pioneer builders of the Union Pacific—Oakes and Oliver Ames. On the plains between the Mississippi and the Missouri the C., B. & C. stockholders should raise a monument to the integrity and foresight of Forbes and Perkins and Bartlett and Olney and Paine, Coolidge, Gardner and Endicott, who builded, expanded and brought to fruition New England's Burlington investment and then conserved it so that it stood later a pyramid when Washington political attacks brought down all around it the railroad structure of the country.

New England's Changed Position

At the beginning of our Civil War the national wealth had just passed the mark of sixteen billion. Of this, according to the census of 1860, 32.2 per cent was in Southern States. These in 1850 also held 32.1 per cent of our national wealth.

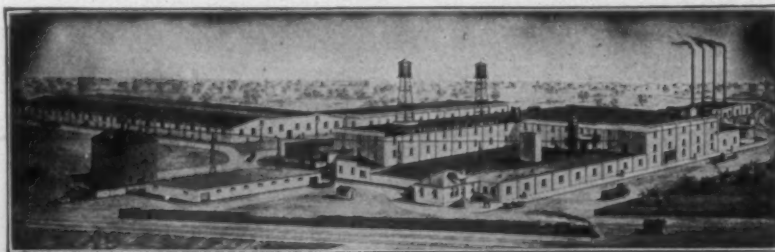
The North spent six billions in her Civil War for human rights and national unity; and practically destroyed values in the South. But the next census in 1870 valued the nation at above thirty billion, assisted of course somewhat by paper currency inflation.

The census of 1880 found us with fifty million people and a valuation of forty-three and a half billion dollars and on a gold basis. In this valuation four million people in New England were rated as worth five billion dollars.

In the 47 years since that date, New England has doubled to eight million population, and her wealth has multiplied five-fold to twenty-five billion, while the United States has increased from fifty million in population to one hundred and eighteen million, and her wealth from forty-four billion to three hundred and twenty billion.

In other words, New England has doubled in population and multiplied (Continued on Page 10)

VICTOR MILL STARCH – The Weaver's Friend



It boils thin, penetrates the warps and carries the weight into cloth. It means good running work, satisfied help and one hundred per cent production.

We are in a position now to offer prompt shipments.

THE KEEVER STARCH COMPANY

COLUMBUS, OHIO

DANIEL H. WALLACE, Southern Agent, Greenville, S. C.

C. B. ILER, Greenville, S. C.

L. J. CASTILE, Charlotte, N. C.

MATHIESON

Industrial Chemicals

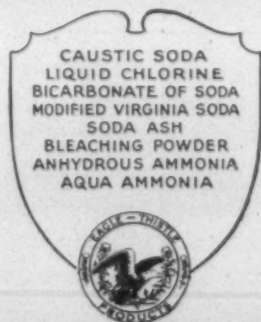
Bleaching—Then and Now

THE existence of sun-workers among many ancient tribes is scarcely to be wondered at. The sun gave them light and warmth; its rays contained a mysterious something that caused linen and cotton fabrics to regain their original whiteness and freshness—a power that even today we know little more about than did the ancients.

If we could store this power away and use it at will, sunlight might still be utilized in the bleaching of many fabrics. But modern industry has a far more reliable bleaching agent than sunlight, and one that

is at all times available and under control. The textile manufacturer today who wants to insure the perfection of his bleaching operations places his faith in Liquid Chlorine—and preferably EAGLE-THISTLE Liquid Chlorine, because it is backed by dependable service, clean, well-kept containers, and assistance in the solution of technical and traffic problems.

Mathieson — largest shipper of Liquid Chlorine in the world—stands ready to offer convincing proof of this dependable service the moment EAGLE-THISTLE is specified.

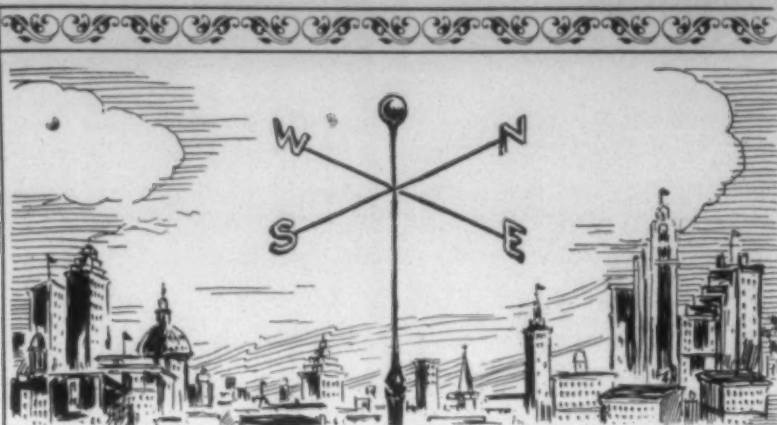


The **MATHIESON ALKALI WORKS Inc.**
250 PARK AVE. NEW YORK CITY

PHILADELPHIA CHICAGO PROVIDENCE CHARLOTTE CINCINNATI

Works: Niagara Falls, N. Y.—Saltville, Va.

Deal Direct with the Manufacturer



RAYON SERVICE

That Covers
NORTH, SOUTH, EAST, WEST

SNIA-VISCOSE



In raw or converted yarns—obtainable in any quantity you desire from these representatives in the United States and Canada

for the WEST
WALLACE A. PARR
730 So. Los Angeles St.
Los Angeles, California

for CANADA
COMMERCIAL TRADING
CORPORATION, LTD.
22 Front Street East
Toronto, Canada

for NEW ENGLAND
T. E. HATCH CO.
80 Federal St.
Boston, Massachusetts

for the MIDDLE WEST
NATIONAL YARN &
PROCESSING CO.
166 West Jackson Blvd.
Chicago, Illinois

for the SOUTH
COSBY & THOMAS
Johnston Building
Charlotte, North Carolina
James Building
Chattanooga, Tennessee

We are equipped to render you an unusually complete service on converted yarns. We control our source of supply and therefore furnish a uniform brand that is certain to meet your requirements.

COMMERCIAL FIBRE COMPANY

of America, Inc.

GENERAL OFFICES, 40 E. 34th ST., N. Y. C.

Telephone Ashland 7171

CONVERTING MILLS, PASSAIC, N. J.

FACTORIES

ITALY: Torino, Cesano Maderno, Pavia, Venaria Reale POLAND: Tomaszow

Billion Dollars for Advertising in 1928

(Reprint from the New York Sun)
THERE'S a reddish-haired, square-jawed gentleman sitting in a big private office up in Madison avenue and spending about \$550,000,000 a year to make the names of certain commodities stick in the fickle human mind, who says something or writes something every once in a while that rings a clear gong in the general clamor and confusion of things. People stop and listen.

This gentleman's name is Bruce Barton, and he is an advertising man. He advertises motor cars and foodstuffs and toilet articles and things made by the Standard Oil Company. He has also advertised very extensively Christianity and its founder, the Savior of Mankind. Very few people can write as good an ad about the model motor car, or the latest thing in luxury, and not more than two people since Matthew, Mark, Luke and John have known equally well how to reach the heart with the real story of the Christ.

There is something going on inside of his head most of the time, which is not the case with everybody, and it's something quite likely to be arresting. When an idealist with a sense of humor, the rarest animal in the world, gets to thinking out loud it's good entertainment and education. This man Barton, herald and champion of modern business, biographer of the Savior, hater of cant, a very plain-spoken fellow with all of his easy courtesy, got to talking about advertising this morning—its place in the scheme of things; its influence in the building of individual character as well as individual prosperity; its tremendous spread and scope; the way it smooths life for people who are barely aware of its existence; how invulnerable it is to the attacks of plain damn fools who howl at it occasionally—got to talking about these and a peppery variety of such topics. He sat in his shirt sleeves—sleeves rolled up to his elbows; knees hunched up against edge of desk top; square shoulders slumped down a little in his chair, cigar puffing; good looking, clean-cut, in the prime of life at about 40, and looking rather like a collar ad with brains in its head.

"The shrewdest business men in the world are going to spend more than \$1,000,000,000 on advertising in the coming year," said this engaging Mr. Barton, "quite a bit more. I would be pretty close to the truth (not many millions off, you can bet) if I put the round figures at \$1,100,000,000. Now, these fellows are the real bright boys of the land—few dumbbells among them. They are the hair-trigger thinkers, the fellows who can see through a barn door and around a corner. They don't waste a dollar deliberately—not they. Why all the great splash of dollars that will be heard along the beaches of journalism and magedinism in the coming year? It's because these men know that you've got a gold mine if you can engrave a name upon the memory of the public. If you can by preaching and emphasis and repetition associate

with some commodity a special trade name, so that the public thinks of the commodity by that trade name, you've got something! To this end advertising—national advertising—is rather tending today: To establish indelibly in the public mind some special brands and trade names as the veritable synonyms of whole classes of commodities and products.

"There are a lot of interesting capitals in this world—peculiar centers of influence and power. I suppose that Rome is the art center of the world, as Paris is for fashions, Amsterdam for diamonds and London for furs. New York is the advertising capital of the world, with Chicago not greatly overshadowed. From New York will radiate ing expenditure I speak about, and in New York will be made many of the plans and campaigns of the coming year. An yet in this vast business, here in its own capital, there are phases of advertising which are very imperfectly understood. Advertising doesn't need any longer to protest that it is important. Doctors used to have to proclaim that, on the whole, they cured more than they killed. We, too, are out of the childhood of our business and are in its maturity. Here are a few things to think about:

"Advertising is a great conservator of life. Elias Howe invented the sewing machine, but he couldn't get women to buy it. His life was a long tragedy of want, and millions of women kept right on drudging, though Howe had in his hand the means of fortune for himself and rescue for those toiling women. Swift and smooth is the pathway of inventions today. Motor car, radio, iceless icebox—all are made known immediately and everywhere and set to work.

"Advertising is a great increaser of wealth. Modern business has outrun the old-fashioned political economy which preached, 'Work, and spend as little as possible.' The newer political economy holds that whatever increases life, men's capacity for productive labor, increases wealth. And there is no power for increasing men's capacity like the power of desire. Set up before men the images of things they want; give them goats of desire and you transform ten-horsepower men into fifty-horsepower men. Many men have astounded themselves and their friends by unsuspected productivity. The other day I was talking to the head of one of the biggest corporations in the country, one of the high-powered and high-paid men, and he said: 'I can remember very clearly when it was my ambition to save \$20,000 and not a dollar more. Having that \$20,000 I meant to retire, because \$20,000 meant \$100 a month or \$25 a week, and I knew very well that this was all the money I could possibly need. But my wants increased as I went along. My family acquired new interests. Everything widened. That's it. Everything widened and advertising did it, and incidentally, drove

(Continued on Page 22)



Worn-out machinery has no place in the modern mill. Neither have worn-out methods. If you are still cleaning bobbins by hand . . . or by any other method than the Termaco way . . . you need to investigate at once.

Strong statement? Yes—but the proofs are ready and waiting. Plenty to convince any open minded mill executive that great economy and a remarkable increase of plant efficiency is **certain** to follow the installation of Termaco Bobbin Cleaners.

130% up to 314% of their cost saved yearly! That is their record—as determined by an unbiased, independent investigation agency.

If you don't have Termacos now, you undoubtedly will have them later. NOW is the time to get the full data on this machine and what it means in economy and efficiency. Complete information gladly sent upon request. Write for it.

The TERRELL MACHINE CO. Inc.
Mfrs. Termaco, Utzman, Type K, Etc. Machines
CHARLOTTE, N. C.

General Supply Co. Danielson, Conn.
N. Y. and N. E. Representative.

For "Sledded" or "Dirty Cotton"

The Eclipse NEW AND IMPROVED

Yarn Cleaning Device

We are now offering to the cotton industry a Yarn Cleaning Device with new and startling improvements.

This new cleaner automatically adjusts itself to any size yarn, also a new feature of automatically disposing the dirt after removing it from the yarn. The device is small in size and built strong. With reasonable care it will not give any trouble or expense to maintain in perfect operative condition.

This new Yarn Cleaning Device will clean yarn made from sledded or dirty cotton cleaner than double carded yarn. It will not roughen or chaff the yarn. It will not decrease winding production.

We have been years in perfecting a real yarn cleaning device. We now have it.

The New Eclipse Yarn Cleaner can be easily attached to any make of cone, winder or spooler. Do not get our new device confused with our old device—you have never tried this new device out.

We know that our new Cleaning Device will improve your product without increasing production costs.

Write or wire us for a demonstration and we will have one of our representatives call and give you a demonstration without any charge to you.

**ECLIPSE TEXTILE DEVICES,
INC.**

Elmira, New York

What Ails New England?

(Continued from Page 6)

her wealth five-fold since 1880, while the country has doubled its population, and added only 18 per cent thereto, but has multiplied its wealth more than seven-fold.

Connecticut has increased its wealth six times and a large part of this gain must be accounted as really belonging to New York in order that the position of New England may not be unduly accentuated. The gain in wealth of Massachusetts and Rhode Island is slightly less than four-fold, and the gain in Maine and New Hampshire slightly less than three-fold. The average gain in population for the three Southern States of New England has been about 150 per cent. The three Northern States have made but slight progress in 47 years.

The Country Passing New England.

New England has steadily grown at the rate of about half a million in population each decade, but the rest of the country has grown a little faster in population, and somewhat more rapidly in wealth acquisition, largely by reason of the development of the natural resources of the West.

New England has not developed in mines, agriculture or forestry. She has developed in manufacturing, and the utilization of water power. Yet New England has naturally receded in manufacturing importance compared with the rest of the country.

In 1860 New England had upward of 70 per cent of the total cotton manufacturing capital of the country, and more than 8 per cent of production. Nearly 48 per cent of the value in cotton goods came from Massachusetts, while all the Southern States sent forth in cotton goods less than 7 per cent of manufactured values.

From 68 per cent of total cotton goods product in 1860 New England has come down to 36 per cent. The percentage is more impressive than the aggregate figures, which show a total output for New England of six hundred and fifty-six million dollars out of a total for the country of one billion eight hundred million dollars.

It is worth remarking that the number of cotton manufacturing establishments in the United States has not doubled in 70 years. It was just under 1100 in 1860 and now but 1650.

The South's Gain.

Spindles in the cotton States increased from half a million in 1880 to a million and a half in 1890, to four million four hundred thousand in 1900, and was more than doubled again to ten and a half million by 1910. Now they stand at seventeen and a half million.

Spindles in New England, which in 1880 were over fifteen times those of the cotton States, or 8,600,000 as compared with 560,000 in the South, gained steadily to 1920 when they stood above eighteen million, contrasting with fifteen million in the South in that year.

Then began the New England recession until her spindles in 1926 were fifteen million five hundred thousand, contrasting with seventeen million five hundred thousand in the Southern States.

But the consumption of cotton bales in the South was nearly four million eight hundred thousand in 1926 as compared with only one million seven hundred thousand in New England and right here is the story and the lesson: The cotton States are spinning their own cotton but the Northern States are manufacturing goods from both cotton and cotton cloth.

The New England States.

New England is still a great, if not the great, manufacturing center of the United States. Our late war found New England the too makers and the machine makers for the country, and thence for the world war. Nowhere in the United States is there such a diversity of manufacturing interests as in New England. Nowhere is there such diversity in skilled labor and technical training.

For engineering talent, for constructive work, for lines in mechanical ideas and education, the whole country still draws upon New England. Indeed, in this respect New England gives to the whole country from her educational and technical schools more than she receives in return.

A Ripened New England.

New England has fruited, and the rest of the country has developed under ground and above ground. New England farms on rocky hill-sides and in valleys with small arable plains. Pennsylvania, Alabama and Illinois farm under ground and above ground.

New England has fruited into art, education and finance. When in the early beginning of our country President Adams was appealed to as being the one person in the United States who was in position to buy a valuable collection of paintings then offered for sale, he declared most distinctly that the time was not ripe for art in the United States, that America must put her energies and resources into the development and defense of the nation.

Now the complaint of England and the rage of France is that American wealth is devastating the private collections of art in Europe. Fortunes are being accumulated in this country that I know are intended for the future founding of centers of art, architecture, sculpture and paintings.

We must recognize the changed position of our country and the change in the position of New England.

While we have broadened our base in education and elevated into the realm of art, let us take survey and see what is under and what really supports education and art.

Our National Position.

We find 7 per cent of the world's population in these United States possessing more than one-third of the world's wealth, one half of the money gold of the world, and a majority of the surplus income of the world.

The basis of our development was not in art, the classics, mathematics, engineering, libraries or books. Yet all material and social progress has its base in the mind or the spirit of man. The spirit and aim of our forefathers was human progress from human freedom.

(Continued on Page 23)

E. F. HOUGHTON & CO.

A Canadian Editor says this about BLACK AND WHITE

"Those who are—

familiar with the pithy editorials by Chas. E. Carpenter in 'The Houghton Line,' a publication of E. F. Houghton & Co., Philadelphia, Pa., will be interested in 'Black and White, a new magazine that is being compiled by the Houghton Research Staff. What is proposed to be incorporated in the new book is best contained in the foreword to their first issue: 'For years it has been the ambition of several of the Houghton Executives to publish a technical magazine, couched as far as practical in non-technical language. Black and White is going to be the effort to realize this ambition. In other words, it is proposed to put things down in 'black and white,' where they will be easily comprehended and understood by everyone.'

The Editor of Power Age, published in Canada, explains very nicely what BLACK AND WHITE is. It is growing very rapidly and is already being mailed to all parts of the world.

If you can qualify as a subscriber we will send it free to you, too.

For instance, the first article in the last textile edition tells some plain truths about "Chemistry."

The next is a three-page article on "Preparing Cotton for Dyeing."

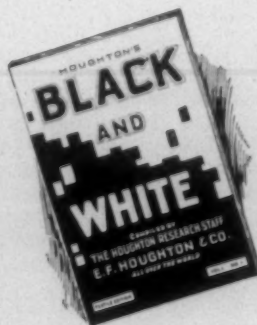
Next is, "The Black and White of Friction."

"How Seriplane Inspection Can Simplify the Grading of Raw Silk"—"Delustering and Weighting of Rayon"—"Something for Nothing"—"Reducing 'Seconds' Through Definite Control of Fulling"—"Does it Pay to Oil (Lubricate) Worsted, Woolen and Merino Yarns before Knitting?"—"What is Best in Lug and Check Straps?"—"Causes and Prevention of Defects in Rayon Striped Cotton Cloth"—"Proper Selection and Preparation of Sizing for Cotton Warps."

What do you think of it? Do you take a practical and active interest in such subjects as these? Would BLACK AND WHITE be of real SERVICE to you? If so, regardless of whether or not you are an executive, or an actual buyer of products, we will be glad to make you a free subscriber without any obligation to you whatever.

All that is necessary is—fill in the blank spaces below and mail to us.

IMPORTANT—Write plainly or print and consider whether you want to receive BLACK and WHITE at the mill or at your home address.



E. F. HOUGHTON & Co.,
Box 6913,
North Philadelphia, Pa.

At no cost to me whatsoever please enter my subscription to the new Houghton publication, BLACK AND WHITE.

Name _____ Position _____

P. O. Address _____

Mill _____

Character of goods made _____

S. T. B.

ATLANTA, GA.
BALTIMORE, MD.
BIRMINGHAM, ALA.
CINCINNATI, OHIO.

NORTH PHILADELPHIA, PA.
RICHMOND, VA. ST. LOUIS, MO.
"AND ALL OVER THE WORLD"

GREENSBORO, N.C.
GREENVILLE, S.C.
HOUSTON, TEXAS.
LOUISVILLE, KY.

Practical Discussions By Practical Men

Good Doffing on Spinning

Editor:

Be sure to have "good doffing" is the slogan that is passed to me by my superintendent. Now, what I would like to know from others is what is considered good doffing among the mills. Overseer.

Spiral Draft Gears.

Editor:

Why not have spiral draft gears on roving and spinning frames? Has anybody ever tried them? Progressive.

Vacuum Stripped Cards.

Editor:

Having seen many helpful hints and answers to questions asked in your paper, will you please print this question. When cards are vacuum stripped, is it ever necessary to hand strip or to roller strip the cards besides the vacuum stripping? I. D. K.

Breaking Strength of Travelers.

Editor:

In the issue of your paper of December 15, 1927, under "Practical Discussions by Practical Men," there is a paragraph headed "Answer to Ring" signed by "Traveler."

"Ring" asks the question can the breaking strength of ring travelers be ascertained, and the advantage in knowing this breaking strength.

The surest and best way to know the breaking strength of ring travelers is to apply them to the ring. Ring travelers are constructed by the manufacturers with a hardness that permits a breakage of from ten to fifteen per cent in the process of applying the traveler to the ring.

"Traveler" in his discourse states that the hard, brittle traveler is worth more than a softer one, for it can be sprung on to the ring without breaking. A traveler too hard and brittle can not be applied to a ring without breaking, but the harder you can have a traveler and at the same time apply it to your ring without breaking, the better traveler condition you will have existing, because the harder the points of a traveler, the lower the frictional contact, and consequently a better running condition.

"Traveler" says that a soft traveler may be an advantage if it does not wear out too soon and does not break when applied to the ring. A soft traveler will not break when applied to the ring because it has no temper, which is not an advantage but a distinct and decided disadvantage, because being softer, it drags, and because of this drag and the enforced frictional heat, is very detrimental to one's ring.

Travelers are being manufactured today that are tempered in such way as to leave their points twenty-five per cent harder than temper, which

is an ideal condition for various reasons. This harder point greatly increases the stability and endurance of the traveler, and not only that, but because of the lower degree of frictional contact, makes for better running work. In this new traveler, temper is located in the bow, which is the only place that temper is needed to spring the traveler over the ring. In order to locate temper in this new traveler at the bow, a portion of the metal has been removed and as a consequence, the traveler has been placed more in balance and more nearly floats. This is a further improvement, as the floating condition also reduces frictional contact and approaches nearer the ideal spinning condition.

Reliable Facts.

Answer to Roll.

Editor:

Which are the best to use, shell rolls are the best, why are so many top rolls or solid ones? If shell top rolls used instead? In reading over your interesting paper, I find the above important inquiry in your Discussion columns. There is a good deal to be considered in connection with this question, and I would like to explain to "Manufacturer" and answer him. Shell rolls cost very much more than solid ones. They are also much harder to take care of and to keep clean and oiled. They are also more difficult to cover. For these three reasons the rolls are not so popularly used. On first class work, where the work is very even, and few ends break, the yarn made with the solid top rolls will be just as good as though made with shell top roll. However,

Columbus, Ga., Dec. 20, 1927.

David Clark, Editor,
Southern Textile Bulletin,
Charlotte, N. C.

Dear Sir:

Having been a subscriber to the Southern Textile Bulletin for a year, we feel that since the year is drawing to a close we would like to express to you the help and information that we have gained from your publication in numerous ways.

Since we are manufacturers of the Morton Automatic Ball Bearing Calender Racks, we use a large amount of case hardened steel pins, in the construction of same. Heretofore we have used cyanide of potassium in the case hardening of these pins. After reading in your publication the proceedings of one of the Master Mechanics' meetings, we learned that the mill folks were meeting with splendid success, using potash in their case hardening instead of cyanide of potassium. We tried this out and met with splendid success ourselves, at one-tenth of the cost of the other method. We feel that this one item alone has more than repaid the price of the publication.

With every good wish for your continued success in the New Year.

Very truly yours,

MORTON MACHINE WORKS.

S. W. Jackson, Sec.-Treas.

shell rolls will hug the steel rolls better. They will also rock lengthwise more easily and take better care of less good running work than solid top rolls can.

Again, when an end breaks, and if it winds either on the top roll, or on the steel roll, the end which is paired with the other roll on the same arbor, will, by virtue of working independently, and because it can rock lengthwise considerably, it will run longer and continue to make good yarn longer than a solid roll will when the paired roll is "bunging up."

Hence for first class good running work we can "get by" with solid rolls just as well, but for the lesser grades of yarn, the shell rolls will give better all around service.

P. Q.

Answer to Second Hand.

Editor:

In the issue of your paper of December 15, 1927, under the heading of "Practical Discussions by Practical Men," there is a question asked by a "Second Hand," which is, "Why do Ring Travelers become heavier as they wear down from constant usage? As there is less weight to carry, they should be lighter, and yet they are heavier instead. It would be interesting to know the reason why."

From the standpoint of mechanics, there is no rhyme nor reason for the ring and traveler. The only reason that a traveler functions at all is because of a low degree of frictional contact. The action of a traveler on a ring is the only place in mechanics where two pieces of metal pass over each other

with any degree of speed without lubrication, and as above stated, the only reason they work, is because of a low degree of frictional contact.

When travelers are made, they drawn to such temper as to allow being applied to the ring with a breakage of from ten to fifteen per cent. As the traveler traverses the ring and frictional heat is generated, this heat draws the temper from the traveler and it begins to show wear on the horns. Temper being drawn by this frictional heat, naturally the traveler at the points becomes soft and begins to drag. The more drag, the more friction, and the more friction, the heavier the traveler will run.

Reliable Facts.

Answer to Mobile.

Editor:

What is the largest ring which can be used with spinning frames of 2½-inch gauge. One and three-fourths inch rings are what is generally used with a gauge of 2½-inches. However, with a good solid blade separator which would be oversized, blades to protect the yarn very well against ballooning, it would be perfectly practicable to operate with 1½-inch rings and have a 6½ to 7-inch traverse.

Practical.

Answer to Reverse.

Editor:

Please advise Reverse not to worry about those reverse bands which he wants to know why they break more than when operating regular. This will not last long. When spindle speed is reversed they must become acclimated as it were. Everything must become readjusted to the reversed action within the holster. It goes against the grain to reverse a shaft within its bearing. Even the spindle whorl must readjust itself. Also the pathway of the band around the cylinder. When the bands are reversed, perhaps the size of the band should be increased slightly for reversed twist. Also the direction of the twist may have to be changed for the reversed twist surface. The spindles should be cleaned out and re-oiled. Care must be taken to return each spindle into the same holster and base. After a while everything will drive along in natural course again.

Possibly the bands which were reversed are the same old bands, and which were reversed by removing the spindle and then turning the band over and then replacing on the spindle whorls again. This in itself will stretch the bands and cause them to brea more. The yarn or composition of their bands must also reverse tails. So you see Reverse, there is a good deal to be considered when suddenly reversing your bands. Knowall.

Stabilized production

DUE to its remarkable elasticity and tensile strength, Celanese brand yarn goes through the machine for hours at a time without a single break. It thus reduces delays from stoppage and makes possible steady, economical loom production.

Fabrics made of Celanese brand yarn require only ordinary handling. They are really washable, and remain strong while wet. They dry rapidly, and neither shrink nor stretch.

The snowy white of Celanese is a natural characteristic and will not turn yellowish. The dyes used in producing the various colorings are of excellent fastness to sun, suds, salt-water and perspiration.

The services of our weaving, knitting, dyeing and sizing experts are always at your free disposal

CELANESE
REG. U.S. BRAND PAT. OFF.
YARNS

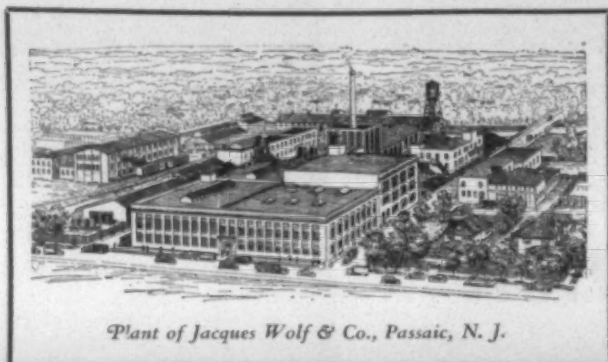
CELANESE CORPORATION OF AMERICA

(Formerly American Cellulose & Chemical Mfg. Co. Ltd.)

15 EAST 26TH STREET, NEW YORK

WORKS AT AMCELLE (NEAR CUMBERLAND) MARYLAND

SOUTHERN REPRESENTATIVE: TODD B. MEISENHEIMER, 1116 JOHNSTON BUILDING
CHARLOTTE, N. C.



Plant of Jacques Wolf & Co., Passaic, N. J.

A New Year— A New Opportunity to Serve You

FT this season our thought and appreciation go out to the many friends whose patronage has enabled us to conclude the successful year of business we have enjoyed. It is our sincere hope that their own projects have brought commensurate returns.

At the threshold of another year, we take pleasure in assuring the Textile Industry that the same high standards of quality and service that have endured through twenty-seven years of Service will be assiduously maintained and, wherever possible, improved upon, that it may be said of us that our goal is to seek constantly a new opportunity to serve you.

We hope to merit your continued confidence and business association throughout the New Year.

PRESIDENT

JACQUES WOLF & CO.
MANUFACTURING CHEMISTS AND IMPORTERS
PASSAIC, N. J.

A Letter

Cherry Cotton Mills.
Florence, Ala.,
Dec. 30, 1927.

Mr. David Clark, Editor,
Charlotte, N. C.

Dear Sir:

We again wish to congratulate you on your good judgment and courage in not approving of any wage reduction in the Southern textile industry. We think you are entirely right in this matter and that wages in the Southern textile mills are not due for any reduction and that this will not remedy the conditions into which the business has drifted during the last few years.

This condition has been brought about entirely by the management of the Southern yarn mills themselves, in not having backbone enough to put a price on their product that would at least bring them out even, but in a great many instances show a considerable loss.

This condition is due also to an over-production, which over-production has been brought about by the large number of spindles operating at night, and until the mills learn to regulate production in line with the demand, we will never make any money in the yarn business.

I enclose you, herewith clipping taken from the Daily News Record showing the attitude of at least one Northern mill manager with reference to curtailment. I am inclined to think this is the same attitude of many of the Southern mills. They all want the other fellow to do all the curtailing, but this policy will not get us anywhere.

Whenever each fellow is willing to do his part of the curtailing and keep the supply down in proportion to the demand and consumption and cut out night work entirely, we will all have a chance to make a reasonable profit from year to year and be happy.

With very kind regards and wishes for a happy Christmas, I am,

Yours very truly,

CHERRY COTTON MILLS.

M. W. Darby, Treas.

New Hose Duck Has Warp Series to Remove Crimp

LaGrange, Ga.—It has been learned that one of the mills here has applied for patent rights on an improved hose and belt duck. This is said to be a duck in which the crimp is absorbed by a series or system of warp ends placed in the duck for that specific purpose, so that a second series or systems of warp ends will have no crimp whatsoever.

One of the objects of this construction is to make a strong and durable cloth. Another object is to provide a duck that can be used in hose and belt to great advantage. After the rubber treatment in the duck, the elongation or stretch in this weave is reduced to a negligible distance, which is the most vital and important point in hose and belt construction.

Another object is to get absorbent

qualities for chemical and rubber treatment, and to adhere to such substances with great cohesiveness. Also the duck will have an effective rib which acts as a terrace of protection against wear to the body of the cloth. A final object is non-elasticity, removing crism, and thereby eliminating wear.

Heavy and Light Warps.

Information acquired on this cloth reveals that it is a plain weave, one up and one down, two harness construction, with two entirely different systems of warp ends, each independent of the other. One system of warp ends is made of heavy yarn of considerable diameter, strength and weight, while the other system is made up of much smaller yarn.

Each system of warp ends is placed on separate beams at the rear of the loom, necessary because of the vast difference in contraction of the large diameter yarn and the smaller diameter yarn in weaving. Each beam has all of its end going through one harness.

The small ends of warp merely act as a sewing thread for holding the heavier warp and filling threads in place. This small thread does not bind the other systems of filling and warp ends, but in a loose manner holds each system together.

Small Warp Takes Crimp.

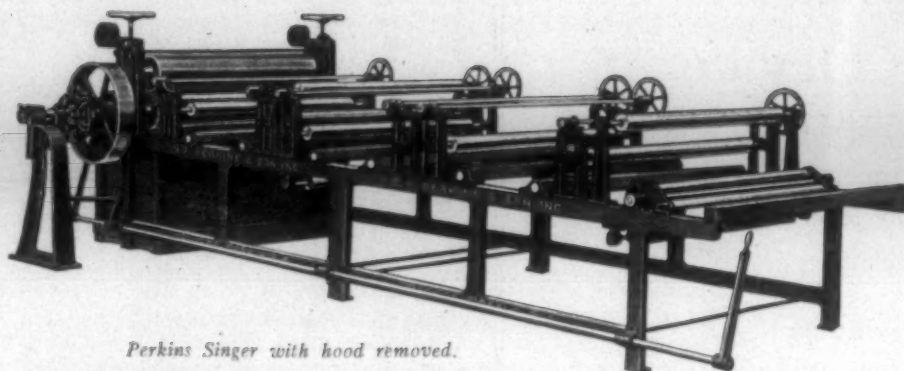
During the process of weaving, all the heavier warp ends are up while the small warp ends are down. After the shuttle has carried the filling through the shed, and the shed changes, the filling follows the line of least resistance, and being heavier than the small warp yarn, does not crimp, the crimp being all shifted to the small ends. Inasmuch as there is always crimp in either the warp or filling or both in every fabric, this particular weave shifts the crimp to the less important system, that is, the secondary system.

One of the advantages of this duck is said to be that of the extended ribs. In the application of rubber to fabrics sometimes adhesiveness of the substances to smooth fabric is difficult, while in this weave the ribs extend and cling to the rubber. The most serious objection to fabrics used for making hose and belts that can arise is the usual stretch or continual stretch of the fabric while under tension and wear. But in this duck, the elimination of crimp and stretch has been affected and this duck can be applied to greater wear than fabrics. Because in fabrics the rubbing contact of the different system of warp and filling ends when the cloth is under wear and tension is usually of considerable consequence. Whereas, this duck has no stretch, the rubbing contact has been eliminated. Another advantage, the ribs of the duck offer a wall of protection against wear for the body of the cloth. Rubber or chemical substances very easily penetrate this duck, due to the loose mode of construction. The weave presents the fabric with a harsh and hard finish resistant of wear as compared with much more expensive cord fabrics.

It is understood that none of this duck has been put on the market yet, since specially constructed looms are necessary for its manufacture.

**PERKINS
HOLYOKE**

Singeing Machines For Uninterrupted Work



Perkins Singer with hood removed.

The methods of applying tension in this machine have been engineered to reduce friction to a minimum. It singes perfectly goods ranging from heavy to delicate.

The carrier rolls are adjusted readily to bring the cloth the exact proper distance from the flames of the burners.

The frames of these machines are of the box section type and provide the greatest strength and rigidity; and they also give you that most important Perkins characteristic of smooth exterior on which dirt, grease and deposits do not readily adhere.

Perkins Singeing Machines are built with varying number of burners in any width required and are equipped with the right type of burner for the kind of gas employed.

Complete protection for the cloth when the machine is stopped is supplied by automatic control of the flame, or by a positive operating tipping feature which turns the flame of the burner away from the cloth.

Perkins Holyoke Singeing Machine is a typical example of the complete line of textile machinery built to meet the requirements of the industry.

Blue prints and complete details upon request.

B. F. Perkins & Son, Inc., Holyoke, Mass.

Southern Representative: Fred H. White, Independence Bldg., Charlotte, N. C.



TRADE MARK REG. U.S. PAT. OFF.

CALENDERS - DRYING MACHINES - DYEING MACHINES - FINISHING MACHINES FOR SILK
JIGGS - STARCH, WATER, AND TOMMY DODD MANGLES - PADDERS - RANGES - SCUTCHERS
SINGERS - SQUEEZERS - TENTERS - WASHERS - WINDERS

COTTON MACHINERY

Duplex Carding Device

(HARDMAN'S PATENT)

Can Be Applied to Any Make of Revolving
Flat Card

The object of this appliance is to remove motes, leaf, short fibres and foreign substances from the cotton before it reaches the Cylinder and Flat Clothing.

The removal of these foreign substances from the cotton before it reaches the Cylinder and Flats increases the life of the Card Clothing.

The Cylinder, Doffer and Flat strips taken from a Card which has this Duplex Device applied can be put back into the regular mixing.

This Device has no high speed parts to wear, it is simple in construction and operation, and consequently requires very little attention.

Write for special Bulletin.

Over 5000 of these Devices are in
Successful Operation

Sole Licensees

H & B American Machine Co.

Pawtucket, R. I.

Southern Office

814-816 Atlanta Trust Co. Bldg.

Atlanta, Ga.

N. C. Textiles in Leading Position

North Carolina goes into the New Year with more than 400 cotton mills in the State, says Hunter Marshall, secretary-treasurer of the Cotton Manufacturers' Association of North Carolina, in a statement reviewing the textile situation in the State.

"From an insignificant position in the textile industry to leadership of all of the States in the nation in point of active spindle hours—that is the record of the textile industry in North Carolina during the last quarter of a century," he said.

In 1900 the cotton mills operating in North Carolina had a total of slightly more than six million spindles, employing about 80,000 workers.

The mills of North Carolina, Mr. Marshall says, operate on fuller time than those of Massachusetts, many of the North Carolina mills working two shifts of operators, so that in total active spindle hours North Carolina recently held a position ahead of the Bay State.

"Several factors have contributed toward the very rapid and substantial development of the textile industry in North Carolina during the past quarter of a century.

"Availability of convenient, cheap electric power has been one contributing factor. The availability of electricity for power has made it possible for cotton mill promoters to put practically all of their capital in productive equipment and to enlarge their plants as their means would permit without the inconvenience and larger cost that would have been entailed in enlarging an individual steam plant.

"Probably the largest factor in the development of the textile industry in North Carolina and the South has been the adequacy of the labor supply and the character and efficiency of the native workers who constitute the operating personnel of the textile plants of the State."

Two North Carolina cities—Charlotte and Gastonia—are the dominating centers in the textile industry in the South. Gastonia has more cotton mills within the radius of 25 and 50 miles than has any other Southern city.

The census shows 577 textile plants within a radius of 100 miles of Charlotte. Within a similar radius Gastonia has 570 mills and Spartanburg 507.

Other leading Southern textile centers rate: High Point, 529; Hickory, 527; Greenville, 467; Greensboro, 460; Atlanta, 187; Chattanooga, 119; Birmingham, 75, and Knoxville, 69.

"Another factor in the development of the textile industry in North Carolina which is not to be overlooked is the warm sympathy and understanding with which the industry has been regarded by the business interests and the people of the State generally," Mr. Marshall said.

"This attitude has been very largely reflected in the legislative body in the State and the industry has not been handicapped by useless and harassing regulatory statutes.

"The manufacturers of the State themselves assisted in framing a child labor law which does not suffer by comparison with that of any State in the Union and which is rigidly enforced.

"The factors that have contributed to the upbuilding of the industry during recent years are the factors that will push it forward to a greater future.

"Investment by individuals, including workers in the industry, in cotton mill securities is steadily becoming more general and it is not difficult today for a mill man of recognized ability to finance an enterprise. Already there are three stockholders for every eight workers and this proportion is steadily becoming larger."

May Seek Combed Yarn Merger

Memphis, Tenn.—It is reported here that an attempt will be made to form a combed yarn group of the proposed yarn mill merger, plans for which have been under way for some time by Frank L. Walton, vice-president of the Farish Company, and Flint & Co., New York. Mr. Walton said here that there was a possibility that a number of combed yarn mills would be sought for the merger.

Mr. Walton has been here for several days investigating the possibilities of Memphis as a market in which to purchase cotton for the proposed merger of 150 carded yarn mills. He stated that Memphis was being considered as the cotton purchasing center because of its transportation facilities, the supply of the cotton of the desired type that is available here and because very few carded yarn mills now buy in this market.

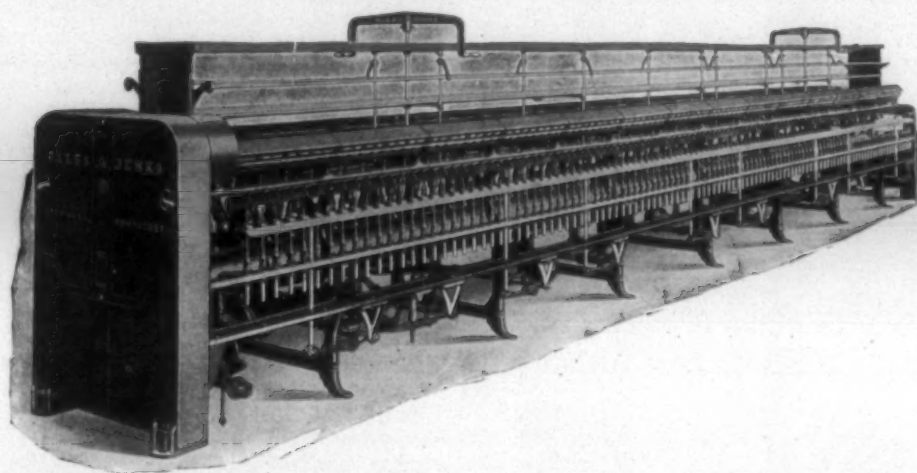
Weavers Visit North Carolina

Asheville, N. C. — Interested by stories told in their native land of master weavers in the mountains of the Carolinas, R. L. Spence and H. S. Bryson, of Belfast, Ireland, manufacturers and linen experts, are on a tour of investigation and inspection in the South. Owners of numerous linen and handkerchief factories and warehouses in Ireland, they came here to observe the manufacture of the famous Biltmore homespun, samples of which they had seen at home.

On the itinerary of the visitors, who are traveling by automobile, were stops at Atlanta and Greenville, S. C. They planned to go first to the Georgia city and then to Greenville to inspect the advanced processes used in the South Carolina textile city in the making of fine cotton and mixed fabrics.

The hand looms used by the mountaineers of Western North Carolina are similar in design and operation to those used in northern Ireland to produce the fine Irish linens, the visitors said. Spence and Bryson made a number of trips from Asheville into nearby communities, one being to the Cherokee Indian reservation.

FALES & JENKS



YEARS OF SERVICE

Installed in many successful mills **today** you will find Fales & Jenks Spinning Frames still in operation after forty or more years of continuous service, that are still operating at close to maximum production.

Yet these same mills have and are replacing frames that were installed years later.

When you select Fales & Jenks Frames you are assured the same confidence and satisfactory service our customers of forty years and more ago are still enjoying. The same care is exercised today in the selection of material and careful workmanship, with improvements in design keeping well in advance.

FALES & JENKS

The Pioneer builders of the first spinning frames some 85 years ago

**Cotton
Machinery**

WOONSOCKET MACHINE AND PRESS CO., Inc.
OPENING, PICKER, CARDING, DRAWING AND ROVING MACHINERY
WOONSOCKET, R. I.

FALES & JENKS MACHINE COMPANY
SPINNING AND TWISTING MACHINERY
PAWTUCKET, R. I.

EASTON & BURNHAM MACHINE COMPANY
SPOOLING, WARPING AND WINDING MACHINERY
PAWTUCKET, R. I.

**from Bale
to Loom**

Southern Office: WOODSIDE BLDG., GREENVILLE, S. C.

SOUTHERN TEXTILE BULLETIN

Member of Audit Bureau of Circulations
Member of Associated Business Papers, Inc.

Published Every Thursday By

CLARK PUBLISHING COMPANY
Offices: 18 West Fourth St., Charlotte, N. C.

THURSDAY, DECEMBER 29, 1927

DAVID CLARK
D. H. HILL, Jr.
JUNIOR M. SMITH

Managing Editor
Associate Editor
Business Manager

SUBSCRIPTION

One year, payable in advance	\$2.00
Other Countries in Postal Union	4.00
Single Copies	.10

Contributions on subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

ADVERTISING

Advertising rates furnished upon application.
Address all communications and make all drafts, checks and money orders payable to Clark Publishing Company, Charlotte, N. C.

Danger Ahead

WE are credited with having frequently rendered service to the cotton manufacturing industry of the South and we believe that we will render another great service if we can get the managers of the mills to realize a situation that is almost certain to exist.

Cotton is going to be difficult to obtain next summer and we urge mills to be sure of the supply necessary to operate their spindles from June 1st to September 1st either by securing and storing the actual cotton or by contracting for its delivery from such firms and under such contract that delivery is absolutely assured.

We are not discussing the question of the probable price and those who do not feel that an advance is likely can hedge the spot cotton they buy or buy basis instead of fixing the prices on the cotton for which they contract.

We believe that it is important to be sure of a supply of cotton during the months named and if requirements are covered by contracts either "on basis" or at a fixed price there should be a clause attached to the contract by which the shipper guarantees to deliver.

There are going to be many shippers who will not be able to secure the cotton necessary for the fulfillment of their July and August contracts.

For two months we have been trying to get the cotton manufacturers of the South to realize this situation, but we do not know of many of them have paid heed.

We predicted that the maximum amount of cotton in the United States on August 1, 1928, would not

exceed 1,750,000 maximum and would probably be much smaller.

In the December 21st issue of Commerce and Finance, Theo. H. Price says:

"Foreign countries, which have failed to accumulate their usual reserves thus far, will probably want 8,000,000 bales for the season, or 4,900,000 after December 1. If they do, and American mills should consume an average of 570,000 bales a month hereafter, the carryover in this country on August 1 next would be reduced to 1,500,000 bales."

There are two big "IF's" in this statement.

If American mills consume only 570,000 per month after December 1st and if exports are only 8,000,000 against 11,200,000 last season.

If American consumption averages 600,000 for the remaining months, the 1,500,000 will shrink to 1,260,000 and if exports are 8,500,000 instead of 8,000,000 the total supply in the United States, including that in farmers' hands, will on August 1, 1928, be only 760,000 bales.

Under worse conditions and with cotton from 23 to 25 cents the exports during 1924-25 were 8,252,000 and during 1925-26 were 8,257,000 and with foreign consumption of American cotton now running far in excess of either of those years we fail to see any reason to anticipate a shrinkage in exports of 8,000,000 bales.

The Garside Service says that the world's consumption of American cotton for the first quarter of this season was 692,000 bales in excess of the same three months last year whereas it had been freely predicted that 22 to 24-cent cotton would reduce consumption.

The Garside Service also states that the world's consumption of American cotton is now on the basis of 16,884,000 bales for the year or

about 1,000,000 bales in excess of last year.

Mr. Price in his estimate mentioned above refers to exports of 3,097,000 to December 1st but on December 22nd they had reached 3,715,000 and are steadily climbing.

Nobody can be sure that exports will only be 8,000,000 bales or that consumption in the United States will average only 570,000 bales per month from December 1st but assuming those figures Mr. Price shows that there will only be 1,500,000 bales in the United States on August 1st and there will then be one month to go before new cotton can be obtained in any volume.

If consumption averages 600,000 bales per month and exports go only to 8,500,000 every warehouse and farm in the United States will have to be stripped clean in order for mills to run full time during August.

Last August 1st when there were 3,875,000 bales in the United States cotton was difficult to obtain and many mills stood for several days at a time because they could not get a supply.

Cotton bears write much about reduced consumption and reduced exports but even at their figures there will be not exceeding 2,000,000 bales in the United States on August 1st.

We make three predictions:

(1) The consumption of American mills will exceed 7,000,000 bales and will probably be 7,400,000 bales.

(2) Foreign consumption of American cotton will break all records and if exports do not exceed 8,000,000 bales it will be because the cotton is not available.

(3) Many mills in the United States, with unfilled orders on their books, will stand idle for periods between June 1st and September 1st, 1928, by reason of the fact that cotton can not be obtained.

Should the 1928 crop get a late start or should serious damage occur from weather or boll weevil the situation will become more serious.

We urged Southern mills to be sure of a supply of cotton from June 1st to September 1st even though they do not fix the price.

The big thing is to know that a supply of cotton will be available.

The statements of bears relative to reduced consumption has proved untrue up to present time and there is no reason to expect them to be more accurate for the remainder of the season.

Exports must of necessity be less than the 11,200,000 of last season but with the world's consumption running high there is no reason to expect a figure of less than 8,000,000 to 8,500,000 bales.

If we can get the cotton mills of the South to protect themselves against a situation that seems certain to prevail next summer we will render a service to the industry.

Prohibition and Savings Deposits

ON Tuesday night of last week the editor of this journal sat with a party of friends in an apartment house in New York and listened while, as always, they spent the

hour describing the evils of prohibition.

While they drank high balls they blamed every evil of modern times, including drinking by women and young people, upon prohibition.

It was exactly the same story that we have heard from almost the same crowd tell several times each year since prohibition went into effect.

We asked them to explain how it was that drinking among women and young people had also increased to practically the same degree in England and other countries in which there was no prohibition and asked if the drinking was not a change of the times and an aftermath of the war, but that was an idea that did not please them and which they did not care to discuss.

In one of the papers next morning was the following record of the number of saving depositors in banks and trust companies in the United States:

Year	Number Depositors
1920	22,415,148
1921	27,792,948
1922	30,544,738
1923	35,878,758
1924	38,741,634
1925	43,850,127
1926	46,762,240
1927	48,354,784

If the number of savings depositors in the United States has increased from 22,415,148 in 1920 to 48,354,784 in 1927, it appears to us that prohibition, which is charged with every evil, might be credited with some good even if it is one of economics.

It is certainly true that some of the millions that were wasted in the bar rooms of the pre-prohibition days is finding its way into our banks in the shape of savings deposits.

While the rich sit in their clubs and growl about prohibition, the working man carries his wages home to his wife and children instead of squandering much of it in bar rooms as in the pre-prohibition days and the saving and purchasing power of the great mass of the people is improved.

What Ails New England?

IN this issue we are publishing a very interesting address on "What Ails New England," made by C. W. Barron before the last meeting of the National Association of Cotton Manufacturers.

It is an address that should be read by every cotton manufacturer in the South because we wish to avoid the mistakes of New England.

Cheaper Burlap

JUST when the South is advocating a higher tariff on jute in order to increase the consumption of cotton the United States Shipping Board has taken steps to facilitate the shipment of burlap and has secured a reduction in ocean rates from 35 to 25 cents per 100 pounds.

There is now even more reason to work for a higher tariff on jute and jute products.

Personal News

C. C. Boswell has been promoted from second hand to overser of spinning at the Elberton Cotton Mills, Elberton, Ga.

W. J. Donaho, resident engineer at the Carolina Cotton and Woolen Mills, Spray, N. C., is seriously ill at his home there.

Chas. H. West and L. D. Rivers are incorporators of a new hosiery company, the Est Knitting Mills, at Wadesboro, N. C.

E. L. Sams has become second hand in carding at the Victor plant of the Victor-Monaghan Company, Greer, S. C.

W. H. Pittman has been promoted to factory manager of the various mills of the Bibb Manufacturing Company, Macon, Ga.

Joe Pittman, who has been with the Apalache plant of the Victor-Monaghan Mills, Arlington, S. C., for the past 20 years, has resigned his position.

Richard Edge, formerly with the May Hosiery Mills, has become superintendent of the Swiss Hosiery Mills, Louisville, Ky.

L. F. Riddle, formerly with the Columbus Manufacturing Company, Columbus, Ga., now has a position with the Swift Manufacturing Company, of the same place.

Miss Verda Hanna, formerly with the Avondale Mills, Birmingham, has become resident nurse at the Swift Manufacturing Company, Columbus, Ga.

P. E. Smith has resigned as second hand in carding at the Victor plant of the Victor-Monaghan Company, Greer, S. C., and accepted a position at the Poe Mill, Greenville.

E. J. Boswell has resigned as overseer spinning, effective January 1, at the Elberton Cotton Mills, Elberton, Ga., to accept a similar position at the Whitehall Manufacturing Company, Whitehall, Ga.

Col. Leroy Springs, president of the Lancaster Cotton Mills, Lancaster, S. C., will move his residence to Charlotte, having purchased a \$75,000 home in Myers Park. He will open an office in Charlotte to handle his business affairs.

L. E. Beard has announced his resignation as assistant treasurer, Aragon-Baldwin Cotton Mills effective January 1 or as soon thereafter as his successor is qualified.

Mr. Beard is at present in charge of business of the Whitmire plant at Whitmire, S. C. He has been closely identified with the textile industry in South Carolina since 1913, having served as resident manager of Walhalla plant of Victor-Monaghan Company, office manager Baldwin Mills, Chester, S. C., treasurer of Glenn-Lowry Manufacturing Company, continuing with Aragon-Bald-

win Cotton Mills as assistant treasurer following their purchase of the Glenn-Lowry plant.

Mr. Beard makes no statement of his plans for future. Mr. Alexander Long, president and treasurer of Aragon-Baldwin Cotton Mills states that the retirement of Mr. Beard in no way alters the very cordial relations existing between his concern and its retiring assistant treasurer.

John A. Porter, who has been factory manager of the various plants of the Bibb Manufacturing Company since 1920, with headquarters in Macon, will on January 1 become assistant to the president. He will have offices in Macon. Mr. Porter began work as a card stripper in the Porterdale plant of the Bibb Manufacturing Company in 1890 and has since that time been steadily promoted.

Report Cloth Mills in Merger Plan

It is reported this week that Frank Walton, vice-president of the Farish Company, who with Flint & Co. is working on plans for merging 150 carded yarn mills, is also interested in forming a merger of cloth mills. No confirmation of the report has been received and no details are available.

Carded Yarn Group To Meet

The Carded Yarn Group of the Cotton-Textile Institute will meet in Charlotte on January 6 at the Chamber of Commerce. It is expected that Walker D. Hines, president of the Institute, and several members of the staff will attend the meeting.

A large number of spinners are expected to be present for the meeting. Recent group meetings have drawn a large attendance and reflect the interest that is being shown in the activities of the Institute.

B. B. Gossett, president of the Chadwick-Hoskins Company, Charlotte, is chairman of the Carded Yarn Group.

British Yarn Interests Seek Protective Tariff

Washington, D. C.—British manufacturers of cotton yarn and knit goods are seeking tariff protection under the Safeguarding of Industries Act as a result of steadily increasing imports into England of cotton and wool knit goods and certain kinds of fine cotton yarn, according to information just received by the textile division of the Department of Commerce.

In requesting a duty on cotton and wool knit goods British manufacturers are attempting to obtain the same protection as has been granted to the silk and rayon industry, for which a duty of 33 1-3 per cent ad valorem was imposed.

Bobbins and Spools

Particular attention given to
All Types Of Warp
Bobbins For Filling Wind
Samples of such bobbins gladly
furnished

THE
DANA S.
COURTNEY
COMPANY

Chicopee, Mass.

A. B. CARTER, Southern Agt, Gastonia, N. C.

Warp Dressings

Sulphonated Oils

Hosiery Softeners

Finishing Waxes

Kier Oils · Wool Oils

Products that are:—

"HART" TO BEAT!

THE HART PRODUCTS CORP.

LABORATORY & WORKS

WOODBIDGE, N. J.

EXECUTIVE OFFICES

1440 BROADWAY, N. Y.



MILL NEWS ITEMS OF INTEREST

Union City, Tenn.—The Chamber of Commerce is making efforts to locate a cotton mill here.

Rex, Ga.—Walter Estes, of the Estes Manufacturing Company here is interested in organizing a company to build a textile mill.

Greenville, S. C.—The Slater Manufacturing Company, which has just completed its new plant here will probably be doubled by the end of the year, according to a statement from Wyllys Taylor, manager.

Dalton, Ga.—The Dalton Hosiery Mills have been reorganized as the Westcott Hosiery Mills. The capital stock of the company is to be doubled and the plant will probably be improved.

Opp, Ala.—The Opp Cotton Mills closed on December 24, in order to complete installation of new equipment, which will double capacity of the mill. This increased production is necessitated, the management state, by the greater demand for the high quality 40-inch sheetings produced by this mill, and sold through Putnam-Hooker Co., of New York.

Greenville, S. C.—The roof is now being placed on the plant of the Southern Pyle Fabric Company, and the entire building will be completed around January 1, it was announced by officials of the Gallivan Building Company, contractors. The plant is 200 by 80 feet in dimension and together with equipment will cost about \$1550,000. About 50 workers will be given employment from the outset.

Houston, Tex.—Don Hall has been awarded the contract for a four-story fire-proof warehouse at the Houston Textile Mills, to cost \$36,200. Robert J. Cummins is consulting engineer. The building will be 50x100 feet and will provide 20,000 square feet. It will be of reinforced concrete, and the foundation will be built for future additions. The Houston Textile Mills will use the building for storage of cotton blankets, W. A. Mitchell, vice-president and general manager announced.

Albertville, Ala.—Albertville business and professional men are working energetically to raise enough money to insure the location here of a cotton mill, and the goal has been more than half achieved, it is reported. It is believed that the balance will be secured within the next few days. The proposition requires Albertville citizens to subscribe for a certain amount of stock in a 10,000-spindle mill. It is understood that the proposed Albertville mill is one out of 10 that are to be built by the same concern in Alabama. A new factory is planned with the latest equipment and modern machinery.

Morrilton, Ark.—The Morrilton Cotton Mills, a new \$500,000 industry, will begin production January 2.

It was reported that the Eastern offices of Morris & Co., which is a large stockholder in the local enterprise, has more orders on hand for the local mill's products than it can hope to fill and the Morrilton Mill will operate at near capacity as soon as possible.

Paducah, Ky.—Louis Rubel, president of the Paducah Hosiery Mills, Inc., states that the company's No. 4 mill which has been started recently at Murray, Ky., will knit children's fine grade cotton stockings. The products of the Paducah Hosiery Mills, which also maintains plants at Paducah, Benton and Arlington, are sold through James Jamison & Co., of New York.

Florence, Ala.—Gardiner-Warring Company, Inc., of Florence, formerly of Amsterdam, N. Y., has installed latch needle machines and will bring out a line of men's ribbed union suits for the fall of 1928. It is understood that this new line will include a part-wool number and that the various styles will be flatlocked and carry a heavy rayon trim finish.

The company has been operating at their new plant in Florence for some time, manufacturing their regular lightweight line for the spring of 1928.

While no prices have been announced as yet on the new ribbed line, it is understood that J. T. Flagg, treasurer, is expected to visit New York shortly where he will confer with the company's sole selling agents, Wm. C. Jones & Co., and it is believed that at that time prices will be named.

Winchester, Va.—The Arthur G. Jones Woolen Mills Company, is issuing \$150,000 of new 7 per cent preferred stock to be used for plant expansion and additional working capital. Since it succeeded the Winchester Woolen Mills Co., two years ago the Jones interests erected a number of buildings, increasing the capacity from 3,000 to 10,000 yards weekly. Further increases are required by the pressure of new business, it was stated. The mill has had 17 broad looms, 13,000 spindles and three sets cards running on casimeres, kerseys and meltons.

Greenville, S. C.—Excavation work is going forward on the addition to the Appleton Mill at Anderson. Because the proposed addition will be located on the site of the former mill pond, it will be necessary to place piles in the ground on which the structure will be built.

The pond has recently been drained, and work of preparing a substantial foundation is going forward without interruption. The addition will mean virtually doubling of the present mill, it being planned to bring 30,000 spindles from the East to the Anderson plant. Potter & Shackelford, of Greenville, have the contract for building the addition to the mill.

Week's Holiday By Many Gaston Mills

Gastonia, N. C.—About 500,000 spindles of combed yarn mills are idle in Gaston county this week. This is about half the spindles in the county.

The proposed curtailment program as announced in dispatches from Charlotte, Greenville and Atlanta, will not affect the combed yarn industry as much as it will the carded yarn business and the cloth manufacturers. However, the yarn mills will be indirectly concerned, inasmuch the slump in weaving mills will be felt in the yarn industry.



The Farish Company
INCORPORATED
MILL SELLING AGENTS
100 Worth St. New York

FRED'K VIETOR & ACHELIS
65-69 Leonard St., New York

DICKSON & VALENTINE DEPT.
Selling Agents for
RELIABLE SOUTHERN MILLS

Ask Your Dealer  For **ATKINS**



Atkins SILVER STEEL Hack Saw Blade for Hand and Power use cuts twice as fast and lasts six to twenty-five times longer than any other blade.



Use Atkins No. 10 Hack Saw Frame DeLuxe with SILVER STEEL blades. Scientifically designed, directing entire force of stroke on cutting edge of blade. Light, strong, easy to handle.



Atkins Acrolite and Ferrolite Grinding Wheels are the means of saving much money. Give them a trial.



Atkins Circular Knives are adapted for cutting cloth, leather, cork, and rubber. They cut fast and run true. Look for Atkins name.

E. C. ATKINS & COMPANY
Indianapolis Branch Houses: Atlanta, Memphis, New Orleans Indiana

Members American Society Landscape Architects

E. S. DRAPER

1516 E. Fourth St. CHARLOTTE, N. C. 101 Marietta Bldg. ATLANTA, GA.

LANDSCAPE ARCHITECT and ENGINEER

Town Planning and Mill Villages --
Real Estate Subdivision and Resorts
Country Clubs and Golf Courses
Private Estate and Home Grounds
Parks, Playgrounds and Cemeteries

Complete Topographic Surveys
General Designs, Grading, Planting and Detail Plans
Supervision of Landscape and Engineering Construction

Largest Landscape Organization in the South

There has been little curtailment in the county so far, the owners of the 100-odd cotton mills being extremely anxious to run as long and as consistently as possible in view of the approaching holiday season.

The usual Christmas holiday rests were lengthened a day or two over the usual layoff. However, many of the mills were idle only Saturday and Monday. Some of them resumed work Wednesday and some knocked off all next week.

Conditions after the first of the year will be largely governed by circumstances arising in the trade after the close of the year and inventories have been made. Many mills have on hand orders sufficient to run them several weeks into the new year and these mills will, of course, keep on full time schedule.

It is pointed out that conditions in the combed yarn industry are much better than in the carded yarn and cloth business, although none of it is much to brag about just now.

Many mills in the county come to the end of their fiscal year December 31.

Cotton Fabric in Road Building

A new use for coarse cotton fabrics in the construction of improved country highways has been reported to the New Uses Section of the Cotton-Textile Institute, Inc. The fabric in this instance provides a "membrane" that is imbedded in the materials used in surfacing the road.

During the past year experiments have been made in South Carolina under the direction of Charles H. Moorefield, State highway engineer. These have been so successful that cotton fabrics may be of great importance to highway engineers in improving country roads at minimum cost.

In order to test the practicability of the new use of cotton, Mr. Moorefield selected a section of State highway in Newberry county, S. C. This was known locally as a top-soil road which consisted principally of small size gravel with a sand mixture of sand and clay as binding material. On it a bituminous surface treatment was applied.

The first step in this process was to scarify the surface of the road.

A SLIPPING COUNTER BELT

means

LOST PRODUCTION

Why not eliminate this loss by installing

FABREEKA

"The original belt of its kind"

An inquiry will bring a representative immediately

Fabreeka Belting Co.

Southern Branch
Rock Hill, S. C.

J. R. McElwee, Manager



Victor Means Traveler Economy



Measured in terms of mileage, Victors are the lowest priced travelers on the market. They wear longer and improve the quality of the yarn.

We'll gladly prove to you the truth of these statements. Send a 1c. government post card for free samples, and measure the mileage of Victors against your present travelers.

VICTOR RING TRAVELER COMPANY

20 Mathewson St.

Providence, R. I.

Southern Agent, A. B. CARTER

Room 615, Third Nat. Bank Bldg., Gastonia, N. C.

GARLAND LOOM PICKERS and LOOM HARNESSES

GARLAND MFG CO.
SACO, ME.



Dixon's Patent Reversible and Locking in Back Saddle with New Oiling Device, three Saddles in one, also Dixon's Patent Round Head Stirrup.



Send for samples to

DIXON LUBRICATING SADDLE CO.

Bristol, R. I.

EMMONS LOOM HARNESS COMPANY

The Largest Manufacturers of Loom Harness and Reeds in America

Loom Harness and Reeds

Slasher and Striking Combs, Warps and Leice Reeds,
Beamer and Dresser Hecks, Mending Eyes, Jacquard
Heddles

LAWRENCE, MASS.

Reliable Humidifying Devices Since 1888

AMERICAN MOISTENING COMPANY

Atlanta
Georgia

Boston
Massachusetts

Charlotte
North Carolina

Greenville
South Carolina

As it gradually rebonded under traffic the surface was kept smooth by the use of scrapers or drags. Then a prime coat of light tar was applied and allowed to "set" partially. The next day an open weave cotton fabric having a yarn count of 7 x 7 in both warp and filling and weighing approximately 7 ounces per yard was spread over the sticky tar. Hot asphalt of 150 to 200 penetration was then applied to the fabric and the asphalt was covered with coarse sand to give a wearing surface.

The road was ready for traffic immediately after the surface treatment had been completed.

In announcing this new use of cotton, E. C. Morse, in charge of the New Uses Section of the Institute, stated:

"After nearly a year, this section of improved highway shows very little, if any, wear. When engineers made an examination recently they found the cotton membrane was performing its function admirably. The materials used in surfacing the road had been kept in place and there was little tendency for 'duck nests' or holes to form in the road.

"The cost of installing and maintaining this type of highway is estimated to be so low that such improvement would be practical in thinly settled locations where the cost of other types of improved highway might be prohibitive."

Alabama Power Co. May Build Mills

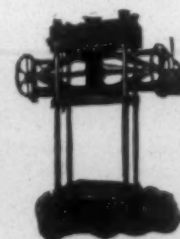
Haleyville, Ala. — E. P. Lakeman, of Haleyville, states that the proposed new mill to be built here will be one of 10 mills erected by the Alabama Mills Co., a new organization fostered by the Alabama Power Company of Birmingham.

The enterprises are not yet fully organized.

Exports Higher.

Washington, D. C. — The value cotton manufactures exported in November was more than \$2,000,000 greater than for the same period in 1926, the figures being \$14,701,000 and \$9,637,000, respectively, according to report made public by the Department of Commerce.

BALING PRESS



Kunckle Joint
60 to 500
Tons Pressure
Rapid
Simple
Durable



Hydraulic, 50 to 300 tons pressure, with or without motor, any size to suit your requirements.

Let us tell you more about them.

Established 1872

Dunning & Boschert Press Co., Inc

67 W. Water St.

SYRACUSE, N. Y.

Billion Dollars To Be Spent For Advertising in 1928

(Continued from Page 8)

him up to be a \$250,000 a year man rather than a \$1,200 a year man.

"One reason for America's prosperity, and one reason, in my judgment why that prosperity will continue is that we have committed ourselves to a standard of living far beyond our wildest pre-war dreams. And we are working harder than any nation in history to make good on our commitments. We cannot make good except by producing more wealth, and always a little ahead of us is advertising with its alluring images of still other good things that work will buy. Americans have passed out of the period where they care about petty economics. They want convenience. They want action. They want comfort and style, and they are willing to pay for it. It is impossible to call Americans back to petty thrift, and I personally glad of it. I once lived in a town where thrift was worshipped above all else. I live now in New York, where everybody expects to be over-

charged and where nobody counts the dimes, much less the pennies. Neither community is ideal, but of the two I much prefer the latter. We have ceased to count our pennies in America, and I certainly hope we never return to the days of the most graceless of all virtues, a niggardly and penny-pinching thrift.

"Advertising keeps business out in the open, compelling it to set up public ideals of quality and service that have to be lived up to. Many forces have been at work to produce cleanliness and wholesomeness in business, but none has been more powerful than national advertising. The late George W. Perkins told me once that when he became a director of the New York Life Insurance Company he proposed that the company should buy a full page in the New York newspapers once every year and publish every dollar's worth of property that it owned; every bond, every share of stock, every mortgage. A director of the old school looked at him with withering scorn. "Some day we shall make a bad investment," he said, "and I suppose you would publish that in your newspaper." Mr. Perkins replied: "If you know it is

going to be published in the newspapers you will be a lot less likely to make a bad investment."

Advertising is a great builder of prosperity, and I have the temerity to predict that advertising will keep our prosperity booming right along through 1928 and beyond. No single market in the United States is saturated or anything like. Not one household in a hundred has all the sheets and towels it needs. That's for the textile industry. How many people know today—and are convinced—that it is economical to own several pairs of shoes and alternate them in use? That's for the shoe industry. How many women in the land would like to be relieved from drudgery by paying 3 cents an hour for the boon? That's for the electrical industry. Hardly anybody is properly dressed from head to foot. If our hats are new our shoes are old. If our suit is in style our necktie is frayed. That's for the clothing industry. And so it goes. Plenty of room. Plenty of markets. Future teeming with opportunities.

"Advertising is growing simpler, more truthful and very laconic. The future will bring a different and simpler type of advertising, with the

old flamboyant stuff discarded and more insistence on brand, trademark, popular name. A very sophisticated audience has been created in this country. It is an audience that has very little time. A thousand voices are clamoring for its attention. Advertising must become more truthful, briefer, more forceful, freer from bunk. This is an inevitable result of popular education. The reputation of the maker of a commodity is going to be more and more the deciding factor, and that reputation will be built upon simplicity."

By this time the anteroom of Mr. Barton's office at 383 Madison avenue had become jammed with folk who had appointments or wanted them.

Textile Club of Spindale

Spindale, N. C.—The Textile Club has elected the following officers for the ensuing year: G. B. Howard, president; G. A. Williams, first vice-president; W. A. Bost, second vice-president, and T. M. Plonk, secretary-treasurer. There was an informal discussion of technical matters at the election meeting.

INSPECTING
SEWING
BRUSHING
SHEARING
SINGEING
PACKAGING
FOLDING

Curtis & Marble Machine Co.

Textile Machinery
Cloth Room and Packaging Machinery
WORCHESTER, MASS.
SOUTHERN OFFICE

1000 Woodside Bldg.

Greenville, S. C.

DOUBLING
MEASURING
WINDING
STAMPING
TRADEMARKING
CALENDER
ROLLING

RUGGED CONSTRUCTION

"COLUMBUS TAPE"

GEORGIA WEBBING & TAPE CO.

SERVICEABLE

COLUMBUS, GA.

Established 1896

Incorporated 1914

LOWELL SHUTTLE COMPANY

Manufacturers of

BOBBINS SPOOLS SHUTTLES

Write or Telegraph for Quotations

PIEDMONT SUPPLY CO., Greenville, S. C., Our Exclusive Selling Agents in North and South Carolina

Office and Factory: 19 Tanner St., LOWELL, MASS.

WE HAVE BEEN
MAKING
HIGH GRADE
PRODUCTS
FOR 45 YEARS
MERIT COUNTS

THE DAVID BROWN COMPANY

LAWRENCE, MASS.

DAVID M. BROWN, Pres.

for

GEO. G. BROWN, Treas.

"HIGH GRADE"

BOBBINS-SPOOLS-SHUTTLES

IF YOU HAVE NOT
USED OUR
AUTOMATIC LOOM
SHUTTLES
YOU SHOULD DO SO
THERE ARE NONE
BETTER ON THE
MARKET

What Ails New England?

(Continued from Page 10)

"For what avail the plow or sail or land or life, if freedom fail?"

Our fathers sought the development of a continent for human freedom and to plant, to plow, to crop and to succeed as was never and create. They and their descend- dreamed. They have planted, they have cropped. The factory has succeeded the farm; machinery has succeeded the plow. From above 90 per cent in agriculture we have now less than one-third of our people on the farms. Business is no longer a matter of subsistence, with the whole family, young and old, working early and late. It is the factory and not the farm or the school that has made this country great. It is the development and supply of human wants that has made us the greatest nation of the earth.

In other words, the United States has been made by business. The business of production, of merchandising, and of distribution.

When John D. Rockefeller at 35 conceived the Standard Oil Co., he declared he would yet sell kerosene around the world. When he retired 20 years later you could buy American kerosene around the world and atop of the Himalaya Mountains. Yet today, kerosene is a minor product from American oil production. It has been superseded by several forms of more than 300 possibilities of production from our present wealth of oil.

New England has fruited through agriculture, through manufacturing, through transportation, and through communication, into finance, the real controller of all.

When a million of railroad investment values went down in New England, Chauncey Depew declared the world had not yet measured the disaster for New England with New Haven off the dividend list.

Yet Kidder, Peabody & Co., and other banking houses for New England was not living on New Haven dividends. It was accumulating from them and that was only one of its many forms of investment.

In the previous century Salem and Boston were rivals, and New York was the rival of both. Toward the end of the century not a bank in New York had as much as 100 million deposits. The National City Bank in New York reached 100 million in 1897 and it was six years later or 1903 before the Bank of Commerce had likewise 100 millions deposits.

More than 30 years ago there were 55 banks in Boston. Today there is a lesser number of banking institutions but several of them measure their deposits by the hundred million. Four Boston banks hold 850 millions of deposits.

New England like old England has become a counting house of finance.

Archaic Education.

The education that once made teachers and preachers, scholars and historians, must now be reformed to meet the changing conditions in New England.

Modern education has not kept pace with the progress in science, social progress, business progress or financial progress.

Our present system of education,

public, private and collegiate, is archaic and chaotic.

New England is handicapped by her educational systems. We are not the equal of old England in the common school training, or the three R's. Note the difference in handwriting of our school graduates is slovenly; their mathematics crude and thoughtless.

The drilling of an English child in pounds, shillings and pence has an educational advantage in mental training over our easy decimal system.

Education has been made too easy for us, from the bottom up. The idea of labor-saving devices has been transferred from our machinery to our educational system, and the problem is, to a considerable extent, not how to acquire, but "how to get through."

Aimless Education.

The fundamental trouble in modern education is in its spirit or aim. There is not acquisition of knowledge for a definite purpose. Scarcely any two experts agree as to aims in education.

It is declared the college exists to "train the mind by exercising it to study."

Dean Hawkes of Columbia University says: "When a boy has reached college I am convinced that the line of greatest interest is the line of greatest achievement." Therefore, "It is the business of the college to help each student to discover his line of greatest interest."

President Lowell of Harvard says the college cannot educate the student. He must educate himself. "besides self-education," says Lowell "there is the value of athletics and the opportunity of making friends. But self-education," he says, "is the university's ideal."

President Hopkins of Dartmouth declares it was formerly the function of higher education to train for leadership. But he has now changed his mind and says: "The first function of the college is to educate men for usefulness."

Dean Inge of London says: "Education ought to be partly an apprenticeship to what the boys and girls do afterward."

A recent writer on this subject most truthfully declares: "Education suffers in America from a confusion of purposes" and "In liberal education we are so far from clarity and agreement that the situation is little better than chaotic. College requirements have kept Latin entrenched and protected, but nearly futile as means of education. Mathematics has been struggling with some success to find its most fruitful form."

Unrepressed Genius

Is it any wonder, therefore, that the 700 colleges and 600,000 students of this country are making so little impression upon our business life; that the men who give us transportation by rail and by motor highway are from the field and the factory?

A university could never have brought forth a Vanderbilt in transportation, a Rockefeller in oil, an Edison with more than a thousand inventions, or a Henry Ford with pioneering genius in a new form of transportation with more than 10,-

DU PONT

Acids and Heavy Chemicals

Acids: Sulphuric—Chamber,
Oil of Vitriol 66°—Oleum,
Muriatic—Acetic—Nitric—
Mixed—Lactic.

Sulphate of Alumina: *Commercial and Iron Free.*

Ammonia and Potash Alums,
U. S. P.

Barium Chloride
Calcined Glaubers Salt



E. I. du Pont de Nemours & Co., Inc.

3500 Gray's Ferry Road, Philadelphia, Pa.

256 Vanderpool St., Newark, N. J.



E. H. JACOBS MFG. CO., Danielson, Conn. Established 1869
Southern Factory Branch, Charlotte, N. C.

INDUSTRIAL ELECTRIFICATION HYDRO-ELECTRIC PLANTS

All work supported by
Engineering Knowledge and Practical Experience
HARRISON-WRIGHT COMPANY

Constructors
Kinney Bldg. Phone Hemlock 4267 Charlotte, N. C.

M E R R O W

Registered Trade Mark

**HIGH SPEED TRIMMING AND OVERSEAMING, OVEREDGING
AND SHELL STITCH MACHINES**

For use on all kinds of Knitted and Woven articles, including Rayon Underwear, Corsets and Rubber Goods, Blankets, Hosiery, Bathing Suits, Sweaters, etc.

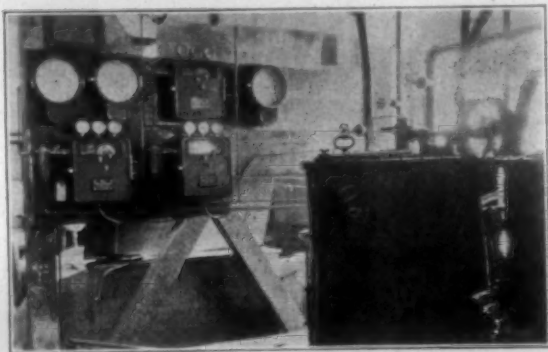
ASK ABOUT OUR NEW STYLE 60-ABB MACHINE

For simultaneously trimming and joining with a Flat Butted Seam the ends of Cotton, Woolen or Silk Piece Goods for Subsequent Processing.

THE MERROW MACHINE COMPANY

20 LAUREL STREET, HARTFORD, CONN., U. S. A.

Tycos Automatic Control on Size Cookers



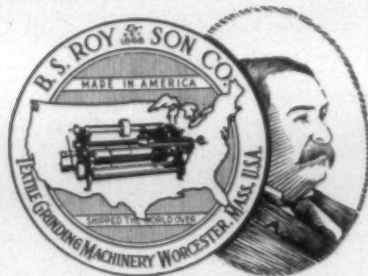
*Tycos Recorders and Thermo-type Regulators
on the size kettles of a large Southern mill.*

Tycos control on Size Cookers will enable you, in nearly every case, to reduce the expensive ingredients of your size formulae. They will make each cook uniform as to color, feel and content. Your size will be thoroughly cooked, with an appreciable swell over the same material cooked by manual operation. In many cases, **Tycos** Automatic Control applied to the size cooking kettles have so reduced the cost of materials that this saving alone has been more than enough to pay for the **Tycos** Controls installed on the whole slasher system.

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

CANADIAN PLANT MANUFACTURING DISTRIBUTORS
TYCOS BUILDING IN GREAT BRITAIN
TORONTO SHORT & MASON, LTD.,
LONDON



In 1868, B. S. Roy, overseer of carding, Rockville, Conn., realizing the need of a card grinder which would do accurate work and stand up under hard usage, invented the original card grinding machine which resulted in revolutionizing card grinding completely.

First of the important operations in the textile industry is carding. Efficient and economical carding means that cards must be in good condition at all times. Correct grinding of cards is a simple and inexpensive matter with Roy equipment.

B.S. Roy & Son Co.

ESTABLISHED 1868

Textile Grinding Machinery
Worcester, Mass., U.S.A.

000,000 motors to his credit, or 40 per cent of the world's output.

A university could have killed, by negation and deflections of their active minds into books and libraries, the individual initiative that has here given the world its greatest modern services.

The Heidelberg professor told the Wright brothers that the reason they invented the airplane was because they had not been educated to know that it could not be done. The curse of higher education to the business world is the curse of the government in business—its negations and deflections.

Law and legislation declare "thou shalt not" but never "thou shalt do."

Deflections in Life's Courses.

From two to 12 years of age the struggle of the child is for expression; for new words and the development of expressions, physical and mental. He considers it play—never work.

Before 12 years of age, children in association with parents, servants, playmates and teachers may easily master, for purposes of ordinary conversation and literature, four and five languages, and it is not work.

It is the formative period for childhood's expression, and belongs to the age before the youth comes into the expression of his own life's heredity and individuality.

In the next 10 years his ambition is to create, carve or build a boat, study mechanics, make the wheels go round, build a house or watch one building, master animal, forest and ocean life, roam the fields and make conquest of that which is under his feet on sea and land. Thereby as play he gathers the muscle, mental and physical, for his future usefulness.

In the next 10 years he builds his business, or finds his place in the world of production, mental or physical.

Now a child who fails to acquire the language habit before 12 is not likely to acquire it afterwards.

The Formative Life

The boy who is denied the land, the forest and the ocean, machinery, factory and house building, is not likely to acquire an ambition in these directions after he has assumed social or family responsibilities in life, especially if the library or the book shop has engaged this period of his formative life.

If he attempts to enter his father's counting room and learn a business at 22 or 24, he is handicapped to begin where the office boy began 10 years before.

He is likely to fail in his attempt to learn the primary conventions of business, of trade, banking finance, transportation and communication, to say nothing of the give and take between human beings in the struggle of wits that must ever go on in the business world—the world of profitable production, profitable transportation and profitable merchandising, and profitable creation in all lines of human endeavor.

The College Curse.

A leading banker in Boston, active in good works of charity and citizenship, astounded me a few years ago with the question: "Don't you know what the trouble is with Boston,

that it is Harvard College educating the sons of the rich away from business, and the dissipation and loss of the accumulated fortunes?"

Business men have found teachers and preachers falsely leading young men away from labor and service and toward a philosophical redistribution of wealth.

But the day of directing all under the tutelage of the pedagogue to see value only in books, the printed page, and the training of the mind to the neglect of the body and the hand of use and service, is passing.

The Change.

It is a stupendous task to change the long gathering forces of mental education from the classic to the counting houses. But the necessary beginning has been made, and every business man and every teacher should assist.

As in the earthly atmospheres, new complexes are always arising; and changes seen and unforeseen make for man's development, and for business improvement.

Business itself develops new terms, new applications.

Within a generation business has adopted and expanded the meaning of two important words, "service" and "psychology"—human aids and helpful human association and understanding.

Losses in Education.

The college graduate too often does not know the meaning of a dollar, the relation of gold to silver, or of both to credit around the world.

College professors, doctors and professional men generally are on the list of suckers for sellers of fake mining and oil stocks, estimated to absorb one billion dollars a year, or one-half what we spend on education.

This is because the professors do not understand the laws of service and think that wealth may be had as something for nothing.

I am not here to complain of the cost of education, but of its deficiencies, although citizens in a large western city have discovered that its costs them eight times as much per child for public education as it did in 1900, and that the education is sadly deficient, and even the primary three R's are of a poorer quality.

I am not here to discuss the wastes in our economic course in schools and universities, although I have yet to see a worthy primary text book upon finance or business, and must agree with Daniel Webster that if you take the mere everyday truisms and the nomenclature, or naming of things, out of so-called political economy, there is nothing left worthy of the name of science.

A few years ago I had all the text books on economics from Adam Smith down searched for some business or economic epigrams to go in gold letters crowning a fifteen million dollar bank structure, but not one could be found. Worthy ones could be found with modern men of business and finance.

I am not here to ask who now talks Greek, or who now writes Latin. I am not here to inquire why the universities deal only with books and brains and a hand that in athletics advertises the name of a

college, or why they neglect the brain support in the function of the stomach, the liver and the kidneys. I am here only to answer the problem of what is the matter with New England and, if possible, point out the remedy.

Business Education Passes the School

I find that the business of this country and of the world has gone ahead of the New England system of education, and that our universities have deflected the thought of youth away from business and the maintenance of the business and fortunes that New England has inherited. The remedy is to co-ordinate the education of school and college with the education of business.

The education of business is an education in service and the laws of service, and the principles thereof should be transferred to the university.

A man in his business family inquires of the youngest the line of his ambition. Is it for creation or distribution? Is he ambitious to serve in salesmanship, or convincing argument with others? Does he prefer to keep the books and accounts, or figure the fluctuations in values in money and goods?

Similar principles should apply to the high school and the university. No boy should leave a high school without a determination as to the line of his future service. No young man should enter college for social or family relations. He should enter it if need be to equip himself for the business of life, and he should determine whether his future business is to conserve, protect and expand the family business and fortunes, or to serve in literature, art, science or the professions.

The University Need.

A business and financial training should not be cut off from the university course; it should be knit in with it. Every college president, every instructor, every professor, needs it. The scientific man, the man of society and leisure, need it to manage the business side of their lives.

The so-called higher education does not now require a mastery of the two fundamentals that must sustain the work of the university—a knowledge of life as respects physical health and as respects business or financial support and defense.

The aim of education should be not only truth, but the service of truth. In the passing age of theology the emphasis was on truth. In the New-Age and the new theology the emphasis will be on service.

But, primarily, education wherever obtained should give one the mastery of the tools of one's trade or service.

Spinners and Teachers

If New England is to win in cotton and with cotton, New England should soon be taught the wastery of cotton in its production, its selection, its transportation, its mixing, the service of the round bale, its economies in spinning, and the economic use of power and all the service into which cotton may enter in all quarters of the globe.

New England still has too many cotton spindles and too few schools of instruction concerning cotton and

the service of cotton, and these cannot be understood without a knowledge of fashions and finance.

New England spinners may be classed with New England professors and preachers—they are all too poorly paid because they have not found the true economics and the true values in their production.

The New England preachers and professors and cotton spinners are not, as a whole, bringing back the dividend.

The graduates of the universities do not return the sum total of their foundation funds.

Oxford and Cambridge and Harvard and Yale and Vassar and Wellesley would be extinct if they depended upon the descendants of their graduates either for financial support or new students.

University education deals too much with the dead past. Business deals with the living present, with life as it is and the demands of life for food, fuel, clothing and shelter.

The ends of business and of education should be one—human service. Business must be a basis on which higher education is founded.

Life in Vibration.

What is maintaining our business today? The fruitage from our New England pioneers in transportation and communication.

It is the fast passenger train and express service, good roads and the motor car, the telephone and the telegraph, that maintain the business and the position of the United States in competition with the whole world today.

All forms of power go back to vibration, and business is no exception. The business of America vibrates upon the railroad, the motor car, the telegraph, and the telephone, and also the vibratory force of advertising and repeated advertising.

This, Victor M. Cutter of the United Fruit Company understands. The telephone company understands it, and the motor development of this country emphasizes it.

Some one recently asked me what was the matter with the business of Great Britain. I responded instantly: "Lack in advertising."

Let me explain in detail. The Englishman philosophically concludes "Everybody has to buy food and wear clothes and has about so much money to spend and about so much money to invest. Why make the economic waste of advertising when they may come to the shop without advertising? Let Britain make the best goods and advertise by her quality."

Business From Luxury.

Now, what makes business? The shoes and clothes that you wear, and the food that is necessary for your sustenance? Not at all. The physician and scientist will tell you that the food business is made good by food in varieties, by food waste and food on your table that you do not eat or need.

The shoe maker will tell you that business is good according to the number of shoes the men, and especially the women, have in their wardrobe closets for varieties of weather, dress and occasion.

The clothing business is made (Continued on Page 27)

How many of the belts you started out with last January are still on the job?

Send for the Ladew "Proof Book". It contains some remarkable stories about transmission belts that have outlived the generation that bought them.

EDW. R. LADEW CO., Inc.

BELTING AND OTHER LEATHER PRODUCTS

Since 1835

29 Murray St., New York City

Branches

Atlanta, Ga.
Boston, Mass.
Chicago, Ill.

Glen Cove, N. Y.

Philadelphia, Pa.
Pittsburg, Pa.
San Francisco, Calif.



EDW. R. LADEW CO., Inc.
29 Murray St., New York, U. S. A.

Please send me a copy of "The Proof Book" and full information about Ladew Leather Belting.

Name

Company

Address

1928.

Business for 1928 bears the promise of prosperity. Sound judgment, constructive management, and wise economy are essential if you are to realize your share of this prosperity.

These qualities of successful business management explain why hundreds of mill operators have standardized the



for best results in the treatment of yarns and fabrics.

Unvarying quality and uniformity is guaranteed in these unequalled cleaners because the manufacturers own their own quarries, mines, railroads, steamships, factories, and laboratories.



The great confidence enjoyed by the Wyandotte Products has been built on a foundation of quality and performance.

Ask your supply man for "WYANDOTTE"

The J. B. Ford Co., Sole Mnfrs., Wyandotte, Mich.



Seydel-Woolley Co.

Textile Chemicals
for Best Weaving

Seyco Products

The result of twenty years' study and practice in treatment of Sizing and finishing problems.

Main Office and Plant, 564 Glenn St., S. W., Atlanta, Ga.

REMOVAL NOTICE

Larger Quarters!
Lower Manufacturing Cost!
New Machinery!

GREENVILLE BELTING COMPANY

315 Augusta Street

Greenville, S. C.

Index To Advertisers

Where a — appears opposite a name it indicates that the advertisement does not appear in this issue.

	Page		Page
Acme Sales Co. —A—	30	Kaumagraph Co. —K—	—
Akron Belting Co.	31	Keever Starch Co.	6
Allis-Chalmers Mfg. Co.	—	Kilpstein, A. & Co.	—
Aluminum Co. of America	—	—L—	—
American Bobbin Co.	—	Ladew, Edward R. Co.	25
American Cotton Growers Exchange	—	Lane, W. T. & Bros.	36
American Moistening Co.	21	Langley, W. H. & Co.	28
Atkins, E. C. & Co.	20	Lawrence, A. C. Leather Co.	28
American Textile Banding Co.	29	Leslie, Evans & Co.	28
American Yarn & Processing Co.	28	Lestershire Spool & Mfg. Co.	—
Amory, Browne & Co.	28	Colored Insert	—
Apco-Mossberg Corp.	—	Lindley Nurseries, Inc.	—
Arabel Mfg. Co.	—	Link-Belt Co.	—
Arnold, Hoffman & Co.	34	Lowell Shuttle Co.	22
Ashworth Bros.	34	—M—	—
Associated Business Papers, Inc.	—	Marston, Jno. P. Co.	35
Atlanta Brush Co.	—	Mathieson Alkali Works	7
Atlanta Harness & Reed Mfg. Co.	—	Mauney Steel Co.	23
—B—	—	Merrow Machine Co.	23
Bahnson Co.	1	Moccasin Bushing Co.	—
Bancroft, Jos. & Sons Co.	—	Moreland Sizing Co.	—
Barber-Colman Co.	30	Morse Chain Co.	—
Bell, Geo. C.	—	—N—	—
Bond, Chas. Co.	—	National Aniline & Chemical Co.	—
Borne, Strymer Co.	—	National Ring Traveler Co.	29
Bosson & Lane	—	Newburger Cotton Co.	—
Bradley, A. J. Mfg. Co.	—	Newport Chemical Works, Inc.	—
Briggs-Schaffner Co.	—	N. Y. & N. J. Lubricant Co.	—
Brown, David Co.	22	—O—	—
Butterworth, H. W. & Sons Co.	—	Oakite Products, Inc.	—
—C—	—	—P—	—
Carrier Engineering Corp.	—	Page Fence & Wire Products Assn.	—
Catlin & Co.	29	Parker, Walter L. Co.	35
Charlotte Leather Belting Co.	—	Parks-Cramer Co.	—
Charlotte Mfg. Co.	—	Penick & Ford, Ltd.	—
Celanese Corp. of America	13	Perkins, B. F. & Son, Inc.	15
Cocker Machine & Foundry Co.	—	Philadelphia Belting Co.	—
Collins Bros. Machine Co.	—	Pioneer Broom Co., Inc.	—
Commercial Fibre Co. of America, Inc.	8	Polk, R. L. & Co.	—
Adam Cook's Sons	—	Powers Regulator Co.	—
Corn Products Refining Co.	—	—R—	—
Courtney, Dana S. Co.	19	Reeves Bros., Inc.	28
Crompton & Knowles Loom Works	4	Roesler & Hasselacher Chemical Co.	—
Crump, F. M. & Co.	—	R. I. Warp Stop Equipment Co.	—
Curran & Barry	28	Rice Dobby Chain Co.	27
Curtis & Marble Machine Co.	22	Rogers Fibre Co.	—
Cyther-Hammer Mfg. Co.	—	Roy, B. S. & Son	24
—D—	—	—S—	—
Dary Ring Traveler Co.	—	Saco-Lowell Shops	—
Deering, Milliken & Co., Inc.	28	Schieren, Chas. A. Co.	—
Denison Mfg. Co.	—	Scott, Henry L. & Co.	—
Dixie Mercerizing Co.	—	Seaboard Ry.	—
Dixon Lubricating Saddle Co.	21	Sellers, Wm. & Co.	—
Drake Corp.	2	Seydel Chemical Co.	—
Draper, E. S.	20	Seydel-Woolley Co.	26
Draper Corp.	Colored Insert	Shamrow Shuttle Co.	—
Dronfield Bros.	—	Sipp Machine Co.	—
Duke Power Co.	—	Sirrine, J. E. & Co.	—
Dunning & Boschert Press Co., Inc.	21	Sonneborn, L. Sons	—
Duplan Silk Corp.	—	Sonoco Products	—
DuPont de Nemours, E. I. & Co.	23	Southern Agricultural Chemical Corp.	30
—E—	—	Southern Ry.	27-31
Eastwood, Benjamin Co.	—	Southern Spindle & Flyer Co.	—
Eaton, Paul R.	27	Spaulding Fibre Co.	—
Eclipse Textile Devices, Inc.	10	Spray Painting & Finishing Equipment	—
Economy Baler Co.	—	Sales Co.	—
Emmons Loom Harness Co.	36	Stafford Co.	—
Entwistle, T. C. Co.	Colored Insert	Steel Heddle Mfg. Co.	—
—F—	—	Stein, Hall & Co.	—
Fabreeka Belting Co.	21	Stone, Chas. H.	—
Fafnir Bearing Co.	—	Sullivan Hardware Co.	27
Fairbanks-Morse & Co.	—	Sydnor Pump & Well Co.	27
Fales & Jenks Machine Co.	17	—T—	—
Farish Co.	20	Takamine Laboratories, Inc.	—
Ferguson Gear Co.	—	Taylor Instrument Companies	24
Flexible Steel Lacing Co.	—	Terrill Machine Co.	9
Ford, J. B. Co.	26	Tetraline	—
Poster Machine Co.	—	Textile Finishing Machinery Co.	—
Benjamin Franklin Hotel	—	Textile Mill Supply Co.	35
Franklin Process Co.	—	Timken Roller Bearing Co.	—
—G—	—	Tolhurst Machine Works	—
Garland Mfg. Co.	21	Tripod Paint Co.	—
Gastonia Belting Co., Inc.	27	—U—	—
General Dyestuff Corp.	—	U. S. Bobbin & Shuttle Co. Colored Insert	—
General Electric Co.	—	U. S. Ring Traveler Co.	30
Georgia Webbing & Tape Co.	22	Universal Winding Co.	30
Glidden Co.	—	—V—	—
Graton & Knight Co.	—	Victor Ring Traveler Co.	21
Grelst Mfg. Co.	—	Fred'k Vitor & Achelis	20
Greenville Belting Co.	26	Vogel, Joseph A. Co.	36
—H—	—	—W—	—
Harris, A. W. Oil Co.	—	Washburn	—
Harrison-Wright Co.	23	Watts, Ridley & Co.	—
Hart Products Corp.	19	Wellington, Sears & Co.	28
H. & B. American Machine Co.	16	White, Fred H.	—
Houghton, E. F. & Co.	11	Whitin Machine Works	3
Howard Bros. Mfg. Co.	—	Whitinsville Spinning Ring Co.	27
Howard-Hickory Co.	—	Wickwire-Spencer Steel Corp.	—
Hunt, Rodney Machine Co.	—	Williams, J. H. Co.	—
Hyatt Roller Bearing Co.	—	Wilson, Wm. & York, Inc.	29
—I—	—	Wilts Veneer Co.	27
International Salt Co., Inc.	—	Wolf, Jacques & Co.	14
Jacobs, E. H. & Co.	23	Woodward, Baldwin & Co.	28
Johnson, Chas. B.	—		

READY TO OBLIGE

"I want a shave," said the determined-looking man as he climbed into a chair in the Coliseum Barber Shop. "I don't want a hair-cut nor a shampoo. Neither do I want any bay rum, witch hazel, hair tonic, hot towels, or face massage. I don't

want the manicure lady to hold my hand, nor the boot-black to fondle my feet. I just want a plain shave, no trimmings. Do you understand that?"

"Yes, sir," said the barber. "Will you have some lather on your face, sir?"

Gastonia Belting Co., Inc.

GASTONIA, N. C.

Manufacturers
Leather Belting

Distributors

Goodrich Rubber Belting
and Hose

Telephone 788

Save in freight by using W I L T S

Veneer Packing Cases

They are lighter and stronger, made of perfect 3-ply Veneer Packing Case Shooks. A saving of 20 to 80 pounds in freight on every shipment because of extreme lightness. Stronger than inch boards, burglarproof, waterproof and clean. Write for prices and samples. Convincing prices—Quick service. Wilts Veneer Co., Richmond, Va.

WELL DRILLING AND DEEP WELL PUMPS

We do the engineering, and have had 32 years experience solving water problems satisfactorily for textile mills.

SYDNOR PUMP & WELL Co., Inc.
Richmond, Va.

Now Is A Good Time To Visit

FLORIDA

Go Via

Southern Railway System

Daily through sleeping car service from Charlotte to Jacksonville.

Leave Charlotte 5:30 p.m.

Arrive Jacksonville 8:15 p.m.

Connections at Jacksonville for all points in Florida.

Dining Car Service.

Daily sleeping Car service between Charlotte and Savannah, Ga. (Car may be occupied in Savannah until 7:00 a.m.)

Round trip Winter Excursion fares now on sale to all Florida points. Stop-overs permitted in both directions.

Only line with through sleeping car service between Charlotte and Norfolk.

Excellent service to all points, North, East, West and South.

Special round trip fares for short trips.

Call at our "Travel Shop," 237 West Trade Street. Telephone Hemlock 20.

W. F. COCHRANE,

City Ticket Agent,
Charlotte, N. C.

R. H. GRAHAM,

Division Passenger Agent,
Charlotte, N. C.

MAKE YOUR WANTS KNOWN

Through The

Bulletin Want Department

Read in more than 95% of the

Southern Textile Mills

Rate: \$1.50 per inch per insertion

What Ails New England?

(Continued from Page 25)

good not by the clothes we wear but by the variety we have in store and the amount of brushing we give them, together with the assistance of the nimble moth.

It is consumption that makes business and the profit of business, low prices and mass production and low prices.

No nation has ever yet filled its individual or collective needs. "Give me the luxuries of life and I care not who has the necessities," says the modern philosopher.

Business is based upon luxury and possession, the waste of luxury and the service of possession.

Vibratory Advertising.

One want and one luxury quickly begets another. The vibratory telephone and the vibratory railway and motor car supplement the vibratory advertising, which multiplies the wants and fills those wants before desire abates.

Herein is our mass production; herein is our full employment of labor. Here is the round of prosperity.

The English economists are just beginning to learn that the American employer is seeking all the time to discover how much he can pay in wages in contrast with the English employer who has used all his powers to discover how little he can pay in wages.

Our problem is not wholly a question of American greatness or American size. It is not an emphasis of the American essay on the elephant—"How to make larger and better elephants"—it is a question of fundamental business development that we may in time have the higher spiritual development and not endanger it.

Labor Under All.

The school, the high school, the university, the church and Heaven itself are all built upon human labor and the fruits of human labor.

I am not unmindful of what our universities stand for in individual and national uplift, but I want them to stand upon a broader base.

I recognize most emphatically the beginnings that have been made in the beautiful buildings that have just been erected at Harvard by George F. Baker of Albany, Dedham and New York for a school to teach business administration.

I am not unmindful of the high standards and of the scientific research maintained at Yale, and I recognize in the Boston University its new economic and business courses combining day and evening work so that the hand and the brain may be co-ordinated in university life.

All these are the beginning of the new era uniting business and education, which I would emphasize.

New England Resources

We have in New England the finest coastline for recreational education, the greatest lake and mountain resorts for conserving and replenishing human energies.

There was never a finer public spirit in New England than exists today. There was never a broader philanthropy. There was never a greater desire for human service.

But when you ask me "What Ails

New England?" I must answer frankly that New England has fruited, has passed her pioneering stage, the stage of invention, the stage of agriculture, the stage of long hours of work, the stage of factory development, of pioneering railroad construction.

Business Education to the Front.

New England has fruited and has passed into the investment field, and her future can be conserved only by the most liberal education in business, economics and investment, and all these are one in human service, in the family service, and in the service of the State and the Nation.

For the defence of New England I would have business and the service of business put more and more to the front in our New England educational life.

I would put over the entrance door of every university—"Let no man enter or leave here who has not determined his line of service."

Thus, I would conserve the energies of youth and accentuate them and multiply them in human service for the upbuilding of New England and for the upbuilding of our country and the world.

Drive Under Way By Rayon Institute

Satisfactory progress is being made by the Rayon Institute, according to E. L. Starr, its director. Advertising copy is being prepared and tie-ups are being made with various large manufacturers of rayon fabrics and rayon garments for concerted action in the promotion of rayon items.

"The Rayon Institute will approach its problem from two angles," Mr. Starr said. "It will endeavor to explain to the manufacturer the needs of the retailer and the consumer, and will instruct the ultimate user of the fabrics and garments of their particular properties and advantages. As previously explained our purpose may be summed up to a single point, which is to make both manufacturer and consumer completely understand the product."

The advertising campaign is to start during February and the campaign, as definitely planned now, is to last six months. Further action, it is stated, will depend upon the results received in this initial effort. Insertions are to appear in magazines for the time being, particular emphasis being laid on women's magazines, style periodicals, and publications in general that reach the home. Both the class and mass circulation fields are to be exploited, according to the Rayon Institute. It has been stated by one of the officials of one of the rayon producers that the costs of this six months' campaign will be very close to \$500,000.

Sullivan Hardware Co.

Anderson, S. C.

Mill Supplies

All Orders Given Prompt and
Careful Attention

PATENTS

Trade-marks, Copyrights

A former member of the Examining Corps in the United States Patent Office. Convenient for personal interviews.

PAUL B. EATON

Registered Patent Attorney

Offices:

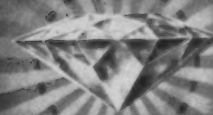
406 Independence Building
Charlotte, N. C. Telephone 2173

and

903 Grant Place N. W.
Washington, D. C.

SPINNING RING SPECIALISTS
FOR MORE THAN FIFTY YEARS

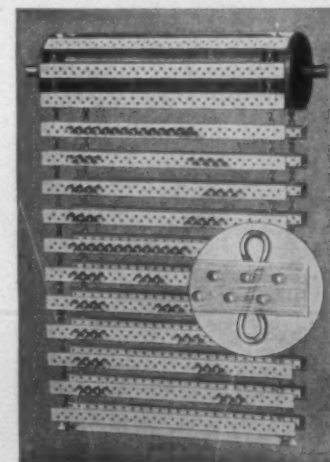
SPINNING RINGS
TWISTER RINGS
SILK RINGS



DIAMOND FINISH
TRAVELLER CLEANERS
TRAVELLER CUPS
GUIDE WIRE SETS

WHITINSVILLE
SPINNING RING CO.
WHITINSVILLE, MASS.

THE IMPROVED EYE



We also Manufacture

Dobby Loom Cords
and Pegs

Rice Dobby Chain
Company

Millbury,

Mass.

SELLING AGENTS for SOUTHERN COTTON GOODS

Deering, Milliken & Co., Inc.

79-83 Leonard Street
New York

99 Chauncy St., Boston

223 Jackson Blvd., Chicago

Leslie, Evans & Company

39-41 Thomas St.

New York

Selling Agents for Southern Mills

Sheetings, Print Cloth, Drills, Twills, Ducks

W. H. LANGLEY & CO.

COMMISSION MERCHANTS

320 Broadway, New York City

Sole Selling Agents for

Langley Mills, Seminole Mills, Aiken Mills, Anderson Cotton Mills,
Strickland Cotton Mills, Moultrie Cotton Mills, Poulton Cotton Mills

WOODWARD, BALDWIN & CO.

Established 1828

43 and 45 Worth Street, New York

Selling Agents For

Southern Cotton Mills

Baltimore
St. Louis

St. Paul

Philadelphia
San Francisco

Boston
Chicago
Cincinnati

St. Joseph
Shanghai (China)
Minneapolis

Wellington, Sears & Company

93 Franklin St., Boston

66 Worth St., New York

Philadelphia
Atlanta

Chicago
New Orleans

St. Louis
San Francisco

Dallas

Amory, Browne & Co.

Specializing in Selling Cotton Mill Products

BOSTON, 48 Franklin St.

62 Worth St., NEW YORK

Our Export Department Serves 69 Foreign Countries

CURRAN & BARRY

320 Broadway

New York, N. Y.

REEVES BROTHERS, INC.

55 Leonard Street New York

Philadelphia office: Drexel Building New England office: Middleton, Conn.
Selling Agents for the following Mills:

Cotton Yarns, Combed Peeler, Carded Singles and Ply, Audry Spinning Co.,
Weldon, N. C., Mandeville Mills, Carrollton, Ga., Mills Mill No. 2, Woodruff, S. C.,
Wabena Mills, Lexington, N. C., White Hall Yarn Mills, White Hall, Ga.,
Grey Goods, Print Cloths, Twills, Sheetings, Pajama Checks, Arcadia Mills,
Spartanburg, S. C., Clinton Cotton Mills, Clinton, S. C., Hermitage Cotton Mills,
Camden, S. C., Mills Mill, Greenville, S. C., Osage Mfg. Co., Bessemer City, N. C.

Cotton Goods

New York.—Cotton goods trading was steadier and more active last week, a good business being reported through Friday. The curtailment by Southern and Eastern mills began to have a more favorable effect and prices on sheetings and print cloths were slightly higher and firmer. Bleached cottons were higher and larger sales of tire fabrics were reported. The latter were said to have reached 15,000,000 pounds, with some contracts running as far ahead as June.

In the fine goods division, a moderate amount of business was done, sales calling for delivery into February. Fine bedspreads and rayon mixtures were in good demand.

The week's volume aggregated the best yardage that some sellers have experienced in months. During the early part, a few of the largest users supplied the major activity, but as the week progressed the interest gradually broadened out.

In the print cloth section large sales of 80 squares were made for January-February delivery at 10½¢, up to 11¢ quoted. A good many sales of 68x72s were made at 9¢ which applied to near the close when 9½¢ and 9¼¢ became the market on these. Buyers covered substantially on 64x60s at 8¢ for January-February. A few sales were made at 8½¢ with 8¼¢ also held for. On the 60x48s less than recent activity was observed. Buyers paid 6¼¢ for a fair number of lots with 7¢ asked by several. Buyers paid 6½¢ and 6¼¢ for 7.15 yard.

There has been a good business in sheetings. In 37-inch, 48 squares, 4.00 yard at 8¼¢ net, with some houses declining to consider this figure, and a report that same had sold at three-eighths. This one of the styles which had long been dormant, and which some thought might never be aroused again. The action in 4.15 yard continued in a good way, with the 40 squares count selling at 5½¢ net, and the 44x40 count selling at 6 net. At the close, some were holding the 44x40 count firm at one-eighth advance. For the 56 squares, 4.25 yard, 9¼¢ net was paid; and 9½¢ net was paid for the 56x60, 4.00 yard, and some questioned, at the close, whether this could be done for more. The 64x68, 36-inch, 3.50 yard old in a good way, at 11¼¢ net; 40-inch, 2.85 yard are selling at 11½¢ net; 40-inch, 5.50 yard selling at 7 net.

The most interesting development in carded broadcloths was the rejection of bids of 9½¢ cents on further quantities of 90x60s. At the close, one-half was the best for any delivery. During the week it was understood that one-half was finally paid for some spots, which are apparently getting in smaller and smaller supply. Generally, one-quarter was considered the best on 100x60s, although there continued to be reports of 11 cents during the day. For forward contract, most centers talk one-half. Moderately fair business continued to be reported in combed

broadcloths, at the recent quotations.

There were inquiries in the combed broadcloth section for 128x68s. The call was for quantities ranging from 500 to 2,000 pieces. Buyers desired choice makes for which they bid 17¢. These were quoted 17½¢, with one or two makes to be had for 7¼¢ on firm bids. The 144x76s were reported quiet, the market holding at 18½¢ to 19¢ in the East. A few small inquiries for plied constructions were reported.

There were reports of a larger number of orders being placed for fine goods, principally staple constructions. Those who have checked up the market for prices have found a very irregular situation applying on many of the cloths they were after. Mills have let go of occasional lots at very low prices, much under what they would do on contract.

A fair number of small commitments were placed for combed 128x68s broadcloths at 16¼¢. The situation is somewhat better than it was a few days ago on this particular style. The demand for other combed constructions has held quiet and prices have shown no changes. The same makes are to be had at prices which were operative a week or more ago.

The cloth market this week has shown much more interest than usual with the result a general better feeling is noted. Sales are estimated between 40,000 and 50,000 pieces covering a rather wide range on constructions with the possible exception of wide prints which continue rather quiet, buyers have done considerable feeling around in this period and the increased inquiry has served to strengthen prices along the line.

Contracts were reported placed to run through the first ten weeks of the new year for twills and sateens, but on the whole mills are not particularly anxious to go very far ahead and are inclined to await development within the next few weeks. Their position is that curtailment of the past year has been of much benefit. The volume of business put through is considered light in view of the broad inquiry of the week, but this is due to the desire of mills to feel their way carefully before committing themselves to the future. Even with prospects on better business there has been no indication of increased production.

Cotton goods prices were as follows:

Print cloths, 28-in., 64x64s..	6¼
Print cloths, 28-in., 64x60s..	6
Print cloths, 27-in., 64x60s..	5¾
Gray g'ds, 38½-in., 64x64s..	8½
Gray goods, 39-in., 80x80s..	10¾
Gray goods, 39-in., 80x80s..	10¾
Brown sheetings, 3-yd.....	12½
Brown sh't'gs, 4-yd., 56x60s..	10½
Brown sheetings, stand.....	13½
Tickings, 8-oz.	22½a24
Denims	19
Staple gingham, 27-in.....	10½
Dress gingham	16½a18½

The Yarn Market

Philadelphia, Pa.—Although yarn trading was generally small throughout the week, especially as the holiday influence began to be felt, there was further indication that business is gradually getting better. For the past ten days, buyers have been more interested and their price ideas were more in line with spinners' quotations. There is a growing belief that the bottom has been touched by prices and the firmer tone noted now seems to bear this out. The trade is much more hopeful of an early buying movement. The fact that buyers have so consistently delayed purchasing means that the potential demand is very large and is expected to be considerably stronger after the first of the year.

Reports from the South showed the mills are shutting down for a longer period than usual for the holidays and that a great many of them will remain closed for a week. This is expected to keep December production on a much smaller basis than has been generally anticipated. It is also understood that the mills which did not observe a week's holiday are operating only on orders and will not add to their stocks. Spinners are more optimistic than they have been in some weeks and expect much better business done. They point out that in spite of recent slow trading, the carded yarn industry as a whole is in a stronger statistical position than it has been in some time.

During the week, inquiry for carded yarns showed that there were many interested in yarns for deliveries up to and through March, although only a limited amount of business of this character has developed as yet. It is felt that the low point on carded numbers has been reached and with a little stiffening in the market some good business should appear in sight, dealers say.

Combed yarns which have seen little activity this month continue weak, and until the basis for staple cotton hardens it is felt that combed yarn prices will remain unsteady. However, an increase in demand it is pointed out will firm up combed yarn prices considerably. Mercerized yarn prices have been lowered in this market to conform with the new levels inaugurated by Aberfoyle.

Southern Two-ply Chain Warps

8s	31
10s	31½
12s	32½
14s	34
16s	36
20s	39
24s	40
26s	

30s	41½
40s	50
40s ex.	54
50s	64

Southern Two-ply Skeins.

8s	31
10s	31½
12s	32
14s	33
16s	34
20s	36
24s	39
30s	41½
36s	48
40s	50
40s ex.	54
50s	63
60s	73
Tinged Carpet, 3 and 4-ply	28

Duck Yarns, 3, 4 and 5-ply.

8s	32
10s	33
12s	34
16s	35
20s	37

Southern Single Chain Warps.

10s	31½
12s	32½
14s	33½
16s	34
20s	36
24s	38
26s	39
30s	42
40s	50

Southern Single Skeins.

8s	31
10s	31½
12s	32
14s	33
16s	34
20s	35½
22s	36
24s	38
26s	40
30s	41½

Southern Frame Cones.

8s	31
10s	31½
12s	32
14s	32½
16s	33
20s	34½
24s	35
26s	36
28s	37
30s*	37½
30s	39½
40s	52½

Southern Combed Peeler Skeins, etc.—Two-ply

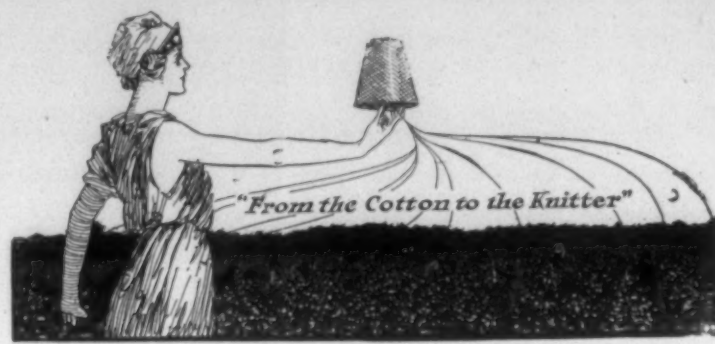
16s	48
20s	50
30s	58
36s	63
40s	69
50s	74
60s	82
70s	95
80s	1.05

Southern Combed Peeler Cones.

10s	41
12s	42
14s	43
18s	44
20s	45
22s	46
24s	49
26s	51
28s	53
32s	55
34s	56
36s	59
38s	61
40s	62
50s	73
60s	82
70s	95

Eastern Carded Peeler Thread-twist Skeins—Two-ply.

20s	47
22s	48
24s	49
30s	53
36s	59
40s	69
45s	80
50s	82



American Yarn & Processing Company

General Office

MOUNT HOLLY - NORTH CAROLINA

SPINNERS AND MERCERIZERS

of High Grade Combed and Carded Yarn for the Knitting and Weaving Trade.

When you buy our yarns you are assured of getting the same quality at all times. A cardinal FEATURE of our QUALITY is the STAPLE, GRADE and CHARACTER of cotton used in spinning our yarns, these being as uniform as it is humanly possible throughout the season. Our Processing Plant is in charge of competent and thoroughly trained men in this special work.

CATLIN YARN COMPANY

NEW YORK BOSTON PHILADELPHIA CHICAGO

Commission Merchants

Cotton Yarn

SOUTHERN OFFICE:

1017 Commercial Bank Bldg.

CHARLOTTE, N. C.

D. H. Mauney, Pres Phil S. Steel, Vice-Pres J. S. P. Carpenter, Treasurer J. W. Felsburg, 2nd V-Pres D. A. Rudisill, Secretary

Mauney-Steel Company COTTON YARNS

DIRECT FROM SPINNERS TO CONSUMER

287 Chestnut Street. Philadelphia, Pa.

Eastern Office, 336 Grosvenor Bldg., Providence, R. I.

Southern Office: Cherryville, N. C.

MILLS DESIRING DIRECT REPRESENTATION AND HAVE THEIR PRODUCT SOLD UNDER THEIR OWN MILL NAME WILL PLEASE COMMUNICATE

WENTWORTH Double Duty Travelers

Last Longer, Make Stronger Yarn, Run Clear, Preserve the SPINNING RING. The greatest improvement entering the spinning room since the advent of the HIGH SPEED SPINDLE.

Manufactured only by the

National Ring Traveler Co.

Providence, R. I.

31 W. First Street, Charlotte, N. C.



COTTON BUYING SERVICE

William & York Wilson, Inc.
Rock Hill, S. C.

Webster & Wilson, Inc.
Greenville, S. C.

Cotton Brokers Representing Reliable Shippers

We have personal representative in the West to find the cotton which mills inquire for. Wire us your wants.

Want Department

Situation Wanted

By man who desires to reenter mill game. Has been overseer carding and spinning in some of the largest mills in the South. Can furnish references from some of best superintendents in the country. Age 40 years, 19 years' experience as overseer. Can put job on its feet and hold it. Would consider any place. Address O, care Southern Textile Bulletin.

Wanted

Right after Christmas we will start the moving of fly frames, spinning, looms, etc., into a new building and install an additional 5,000 spindle equipment. Will need several men who understand overhauling, moving of machinery and plumbing spindles. Make application to C. H. Cole, Opp, Ala.

Wanted

Salesmen for sizing compound. Address S. C., care Southern Textile Bulletin.

Wanted to Buy

1 Kitson Picker, with hopper.
1 Finisher.
4 Revolving Flat Cards, 40 inch, Lowell preferred.
1 Drawing Frame, 6 delivery, Metallic rolls, 2 inch coils, Lowell preferred.
1 Slubber, 12 by 6, 68 Spindles, left hand, Lowell preferred.
1 Intermediate, 9 by 6, 96 spindles, left hand, Whitin preferred.
1 Spooler, 100 Spools. Saco-Lowell preferred.
1 Ball Winder, cotton wind.
1 Horizontal Cotton Rope Machine.
Little Rock Textile Co., Little Rock, Ark.

Wanted

One plain Lowell loom fixer, 40 looms to a section. \$20.00 per week. Address C. D. B. care Southern Textile Bulletin.

For Sale

Cell Driers. One 39 cells 50" each; one 7 cells 96" each. Address G. N. O., care Southern Textile Bulletin.

For Sale

Sjostrom 48" Cooling Machine. Equipped with atomizer. Address W. D. L., care Southern Textile Bulletin.

Tire Fabric Mill for Sale

15,000 spindles complete, machinery in A-1 condition. Can be inspected at any time. Address R. D., care Southern Textile Bulletin.

North Georgia Cotton Mill is desirous of obtaining services of man to assume position of second hand in spinning department. Can also place section man in carding department. Applicants will state age, whether married or single, past experience, and give references from former employers. Address application to Second Hand, care Southern Textile Bulletin.

Boss Finisher Wanted

For a large Southern mill running on colored goods. Charles P. Raymond Textile Service, 294 Washington Street, Boston.

Wanted

An experienced spinner between 40 and 50 years old to do special experimental and research work. Must have best of references. Reply to W. C. P., care Southern Textile Bulletin.

Roller Coverer Wanted

One experienced covering rolls for fine count; unmarried preferred. Texas mill. Address Texas, care Southern Textile Bulletin.

BARBER-COLMAN COMPANY

General Offices and Plant

Rockford, Ill., U.S.A.

Framingham, Mass.

Greenville, S.C.

Knotters

Warp Tying Machines

Warp Drawing Machines

Automatic Spoolers

High Speed Warpers

Textile Sulphuric Acid

Made specially for the textile industry

Tank Cars—Drums or Carboys

**Southern
Agricultural Chemical Corp.**

Atlanta, Ga.

S. L. DICKLER
MANAGER

JOHNSTON BLDG.
CHARLOTTE N.C.

ACME

SALES COMPANY

CARDED-COMBED-MERCERIZED
COTTON YARNS

ALL COUNTS AND DESCRIPTIONS FOR THE
KNITTING-WEAVING-CONVERTING TRADE

REPRESENTING
CONTROLLED MANUFACTURE
IN NORTH CAROLINA



Ring Traveler Specialists

U. S. Ring Traveler Co.

159 Aborn Street, PROVIDENCE, R. I.

ANTONIO SPENCER, President

AMOS M. BOWEN, Treasurer

WM. P. VAUGHAN, Southern Representative

P. O. Box 792

GREENVILLE, S. C.

U. S. Ring Travelers are uniformly tempered which insures even-running spinning. They are also correct as to weight and circles. Quality guaranteed.

UNIVERSAL WINDING CO.

BOSTON

Textile Winding Machinery

Southern Offices

Charlotte, N. C.

Atlanta, Ga.

Frederick Jackson

Jesse W. Stribling

I. E. Wynne

Factory Office, Providence, R. I.